

CANADIAN

Vending

MAGAZINE

THE NEWS MAGAZINE FOR AUTOMATIC MERCHANDISING

MONTREAL WELCOMES YOU

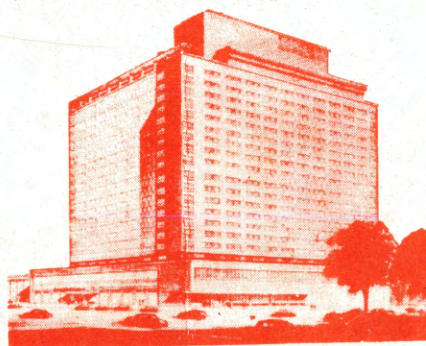
MAY
1961

*L'Eglise
Notre-Dame
... Place
d'Armes*

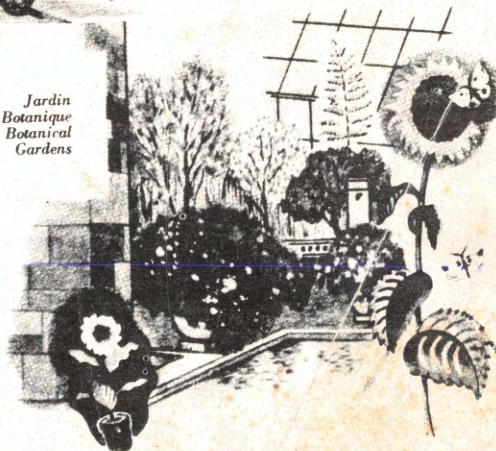


*Dominion Square
... the Heart
of Montréal*

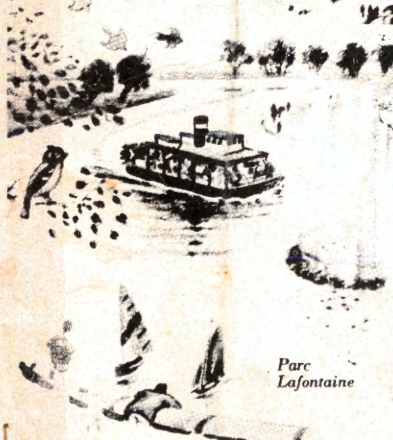
Queen Elizabeth Hotel



Jardin
Botanique
Botanical
Gardens



Parc
Lafontaine



Roddick
Memorial
Gates

l'entrée
de l'Université
McGill



C.A.M.A. 4th ANNUAL SHOW

CADDY CUP

NOW DISTRIBUTED IN CANADA

BY

SIEGEL ENTERPRISES LIMITED

TO THE AUTOMATIC VENDING MACHINE TRADE

For years scientists have been trying to design a hot drink cup made from plastic which can be comfortably held in the hand and now it has been done.

The CADDY CUP is a hot drink plastic cup for any situation calling for the serving in automatic vending machines of coffee, tea, hot chocolate or soup. CADDY CUP has no taste whatsoever to mar the flavour of the drink.

CADDY CUP can be comfortably held in the hand while boiling water is poured into it, but best of all, CADDY CUP costs slightly less than comparably hot paper cups. CADDY CUP has been tried and tested in all types of vending machines and is guaranteed to vend every time.

FREE

ANOTHER FIRST IN CANADA BY
SIEGEL ENTERPRISES LIMITED

Sample kit is available; put them to any normal test with hot liquids and you will be astounded. Please send the enclosed coupon to us and we will rush back sample kit immediately. Use the coupon to send for free CADDY CUPS. Try them and you will find that CADDY CUP is more than just a container, it is a salesman:

SIEGEL ENTERPRISES, LIMITED,
Vending Cup Division,
637 Yonge Street,
Toronto 5, Ontario.

Please send me, without obligation, your Cup Kit.

Name.....

Address.....

City..... Province.....

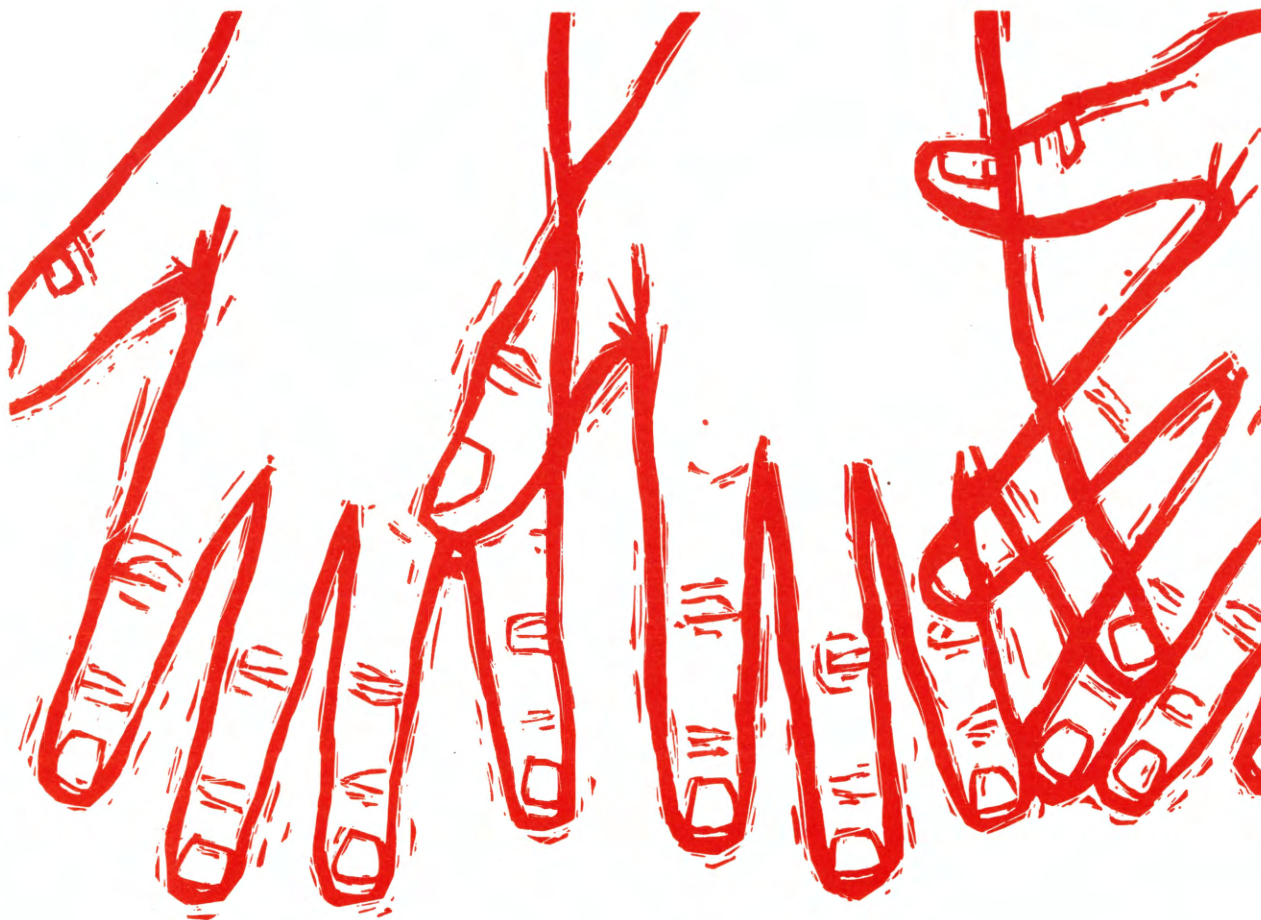
**AL SIEGEL
ENTERPRISES LIMITED**

TORONTO
637 Yonge St.

MONTREAL
753 Chatham St.

WINNIPEG
283 Madison
St. James

VANCOUVER
947 West
Broadway



You'd need more than three hands to count National Rejectors' EIGHTEEN service offices. Only NRI gives you such pluses as close-to-home service with original parts, up-to-date information, and personal personnel training.

Only National has a completely national service organization: Atlanta, Boston, Chicago, Cleveland, Dallas, Detroit, Hot Springs, Los Angeles, Miami, Minneapolis, New York, Pittsburgh, Richmond, San Francisco, Seattle...Toronto and Montreal, Canada and Germany.



NATIONAL REJECTORS, INC. • ST. LOUIS 15, MISSOURI

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THE CANADIAN VENDING MAGAZINE

CANADIAN *Vending* MAGAZINE

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1961 - 62

DIRECTORS?

VERNON LANG
SECRETARY
C.A.M.A.



Listed below are those who have been nominated to stand for election to the next board of directors of the Canadian Automatic Merchandising Association. The election will take place by mailed ballot and the results will be announced at CAMA's annual luncheon Saturday, May 27th at the Queen Elizabeth Hotel, Montreal.

Regional Operator Directors -

Ontario (four to be elected) -

R. Colling, Baker Vending Services Ltd.

J. Crunican, Automatic Canteen Co. of Canada.

C.E. Elvins, Coffee Vending Services Ltd.

E.H. Grand, Coffee Mat Services Ltd. (1959-60 CAMA President)

D.E. Parnell, Parnell Vending Ltd. (current CAMA Vice President)

Alan Taylor, Taylor Automatic Beverage Ltd.

Quebec (four to be elected)

John Bragdon, Brewmaster Automats Reg'd. (current

CAMA President)

L.E. Dettner, Trans-Canada Distributing Co. (past CAMA Vice President)

L. Duquette, Provincial Automatic Merchandise Dispensers Ltd.

J.R. Ferguson, Kwik-Kafe (Quebec) Limited

E.A. Goodeve, Coffee Bar Corporation

A.C. Mercier, Coffee Bar Corporation

R.D. Thomson, Fresh-O-Matic Foods Ltd.

Operator Directors at Large (four vacancies)

B. Gomberg, National Vending Co. Ltd. (Saint John, N.B.)

E.A. Rowe, Baker Vending Service, Calgary.

W.P. Smith (Wesmar Automatic Beverages Ltd. (Winnipeg, Man.))

Supplier Directors (two to be elected)

Fred G. Allen, Coca-Cola Ltd.

O.L. Arcand, Imperial Tobacco Sales Co. of Canada Ltd.

J.H. Whillans, Howard Whillans Co. Ltd.

AUTOMATIC VENDING TRADE ASSEMBLES IN MONTREAL TO VIEW AND DISCUSS CANADA'S MOST BOOMING MARKET

Canadian automatic vending operators will have an opportunity to see, at the 1961 CAMA convention in Montreal May 26 - 27, the most spectacular display of vending equipment and products ever assembled under one Canadian roof.

At the same time, all registrants (and there will be

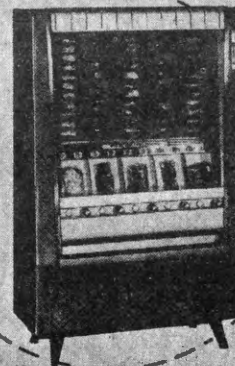
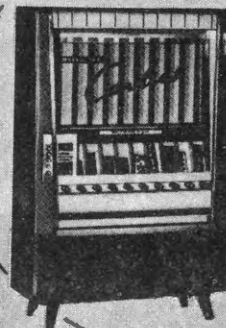
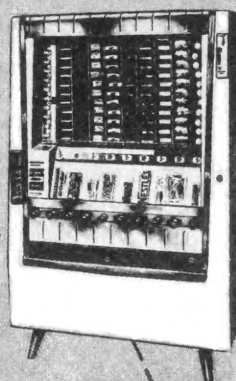
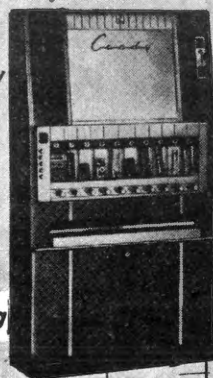
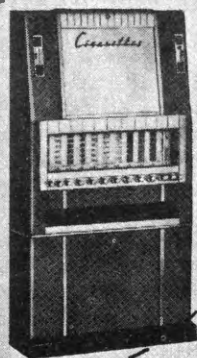
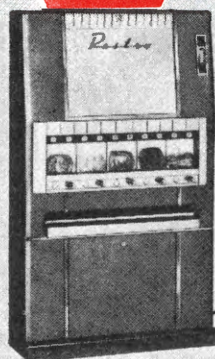
no charge this year for registration of delegates from any legitimate trade interest) will be able to attend and learn from practical down-to-earth sessions on such subjects as: coinage problems, health as a plus factor in automatic feeding, acid tests for profitable route op-

Continued on Page 6

N V

ational for the latest in a

ariety of vending equipment



The most respected name in vending



**WE LOOK FORWARD TO SEEING YOU
AT THE SHOW
VISIT US IN BOOTH 34-35-36**

National Vendors, NATIONAL VENDORS, INC. • 5055 NATURAL BRIDGE • ST. LOUIS 15, MO.

Represented by

HOWARD WHILLANS COMPANY LIMITED

TELEPHONE

38 ST. CLAIR AVENUE WEST

WALNUT 4-5854

TORONTO 7, ONTARIO

AUTOMATIC VENDING

Continued from Page 4

eration, and packaging trends.

Major business attention is being attracted by this combined convention and exhibition, with the Montreal Stock Exchange's President, Eric Kierans, as guest speaker at the association's annual luncheon, and with the addition to the show of at least half a dozen equipment lines that never showed before, and as many new vending product lines as well, in addition to practically all the old-timers who have helped develop Canada's own Automatic Selling Show since the first effort in Hamilton in 1958.

This year's CAMA convention has been deliberately shifted from a mid-week time to a Friday-Saturday period, so as to permit the maximum number of vending

people to come in from some distance without unnecessary loss of working time. In addition, for those who register early there will be a free cocktail party on the Thursday evening before the convention starts.

While the exhibition will not be opened until 11 a.m. Friday, May 26th, the convention will get under way at 9 a.m. with CAMA members' annual general meeting, at which major changes in membership by-laws will be considered, if those now drafted are approved by the directors at their forthcoming board meeting.

First of the educational sessions will then take place, followed by the adjournment to open the show itself. Friday's exhibition will close at supper time, but convention sessions are booked for the evening and for first thing Saturday morning before the show re-opens for most of Saturday.

SIEGEL ENTERPRISES INVITE

All automatic vending machine operators attending the Canadian Automatic convention at Queen Elizabeth Hotel on May 25th to 27th to drop into their hospitality suite.

To Produce "Alberta Made" Coin-Vending Machine

Starting operations in Edmonton one year ago, Master Coin Sales Ltd. handle and distribute all types of coin-operated vending machines.

Mr. M. H. (Bud) Weiss, president and general manager, advised Alberta Country Life that his company hopes to have the "first Alberta-made" coin-vending machine (cigarette) on display at the Alberta Progress Trade Fair. There was a possibility of a delay in securing a part of the mechanism required, and if this is overcome the machine will be on display. The only portion of the vending machine that will not be made in Alberta will be a part of the intricate mechanism, which has to be supplied from the U.S.A. because a patent rights.

Master Coin Sales Ltd. offer to western Canada, centrally based distributing services, machine servicing and the supply of merchandise.

This is being done to help vending machine operators overcome the costly tie-ups encountered when they use machines distributed from eastern Canada and the United States for which, quite often, servicing is delayed because of tremendous distance between the supplier and the operator.

Master Coin Sales Ltd., in addition to their Edmonton operation, have 5 full-time salesmen covering the province of Alberta.

CONVENTION PROGRAM

THURSDAY, MAY 25th

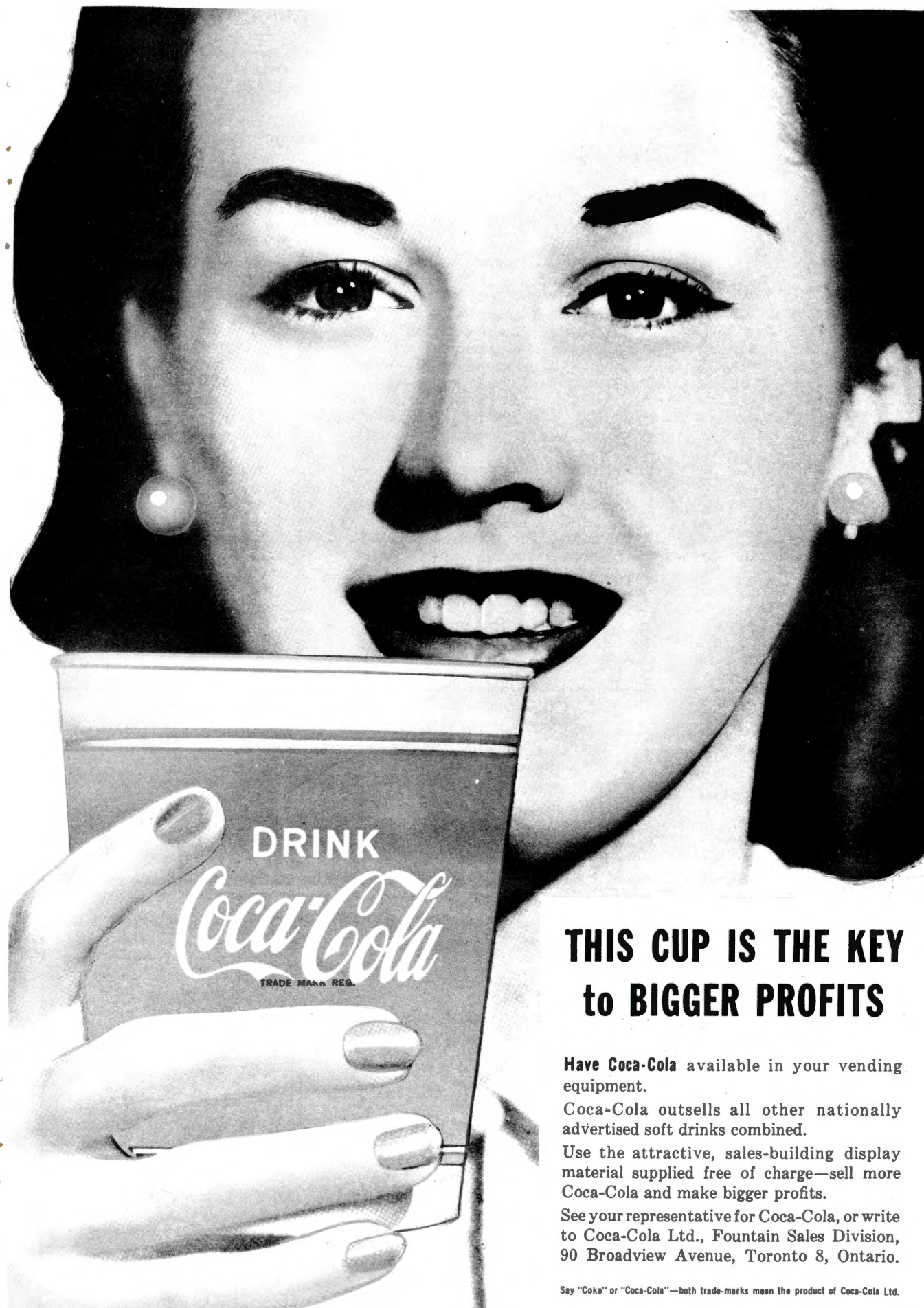
12 noon on	Exhibitors begin moving in
2 p.m. on	Registration begins
6:00 - 7:00 p.m.	Welcome party for all delegates
9:00 p.m.	Last meeting of 1960-61 Board

FRIDAY, MAY 26th

9 a.m.	Breakfast in meeting room
9:30 - 10:15 a.m.	C.A.M.A. Annual Meeting Auditors' Statement Re-appointment of auditors By-law amendments Adjournment until Saturday luncheon
10:15 - 11:00 a.m.	Session on coinage problems
11 a.m. - 7 p.m.	EXHIBITS OPEN
7:00 - 8:30 p.m.	(Free Time)
8:30 - 10:00 p.m.	Sessions' 'How Does Your Operation Stack Up' (1) in quality & service? (2) in sales & profits?

SATURDAY, MAY 27th

9:00 a.m.	Breakfast in meeting room
9:30 a.m. on	Session on packaging trends
10:00 - 12:30	EXHIBITS OPEN
12:30 - 2:00 p.m.	C.A.M.A. Annual Luncheon short reception luncheon speaker reconvene annual meeting to announce election of director for 1961-62
2:30 - 6 p.m.	EXHIBITS OPEN
8:00 p.m.	Meeting of new Board



THIS CUP IS THE KEY to BIGGER PROFITS

Have Coca-Cola available in your vending equipment.

Coca-Cola outsells all other nationally advertised soft drinks combined.

Use the attractive, sales-building display material supplied free of charge—sell more Coca-Cola and make bigger profits.

See your representative for Coca-Cola, or write to Coca-Cola Ltd., Fountain Sales Division, 90 Broadview Avenue, Toronto 8, Ontario.

Say "Coke" or "Coca-Cola"—both trade-marks mean the product of Coca-Cola Ltd.



TRENDS IN AUTOMATIC MERCHANDISING

by: -Lou Dettner, Pres.
Trans Canada Distributing Co. Ltd.

In the long run, we can all agree that what determines the success of our business is the quality of the products we sell. And this month I want to talk about developments in a field that has a great deal to do with quality: packaging for hot food vending machines.

No matter how much quality is put into a product, it takes proper packaging to ensure that it will reach the consumer in prime condition. And of course, the value of good packaging doesn't end there. Attractively-designed packages increase the appeal of the product, and so in a second way help increase

sales. Packages that are easy to open, convenient to use, and that will do the job they are designed to do, provide still further customer response. And efficiently-designed packages can cut costs not only of the container itself, but of handling, storing and dispensing; can reduce waste; can permit better machine operation and thus cut down on mechanical maintenance.

In a recent article, Commander Leslie E. Bond drew attention to the fact that vending machine operators are lucky in the way their packaging requirements are met. He said, "The vending machine manufacturers have presented us with holding devices far superior to those

possessed by the restaurant operators. Our products are packaged and displayed under sanitation controls not possible in the restaurant." This is partly due to the fact that the packaging industry is a progressive and research-minded industry - which is taking an increasing interest in the problems of packaging for automatic vending. Behind the package makers are a number of other progressive industries of which the two most important, the chemical and plastics industry and the pulp and paper industry, are constantly coming out with new and improved products.

Of course the first essential, from our point of view, is that the machine makers and the package makers get together and ensure that what one is doing is compatible with what the other is doing. I have seen cases in the past where an excellent machine was put on the market, but was unusable because the proper package to fit it had not been designed. I don't expect to see such cases

Continued on Page 64A

How can we
give so much more
and price it so low?

SIMPLICITY is the Answer!

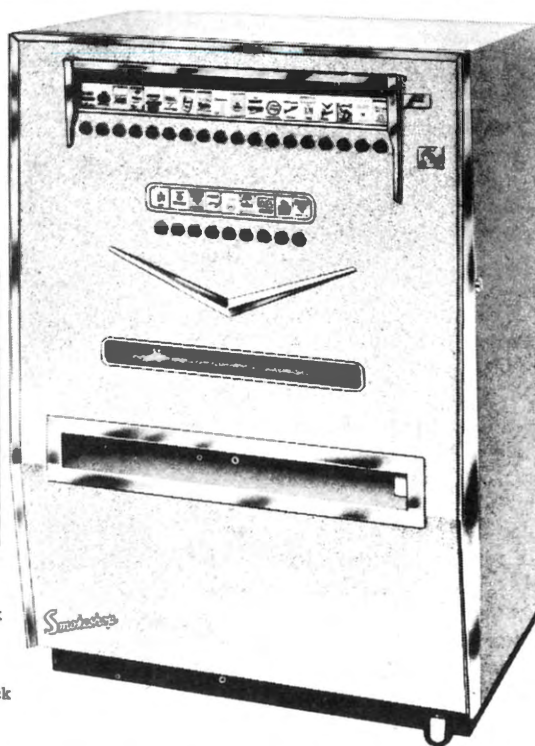
Smokeshop
SLIMLINE
V-36



V-36
26 columns (7 shift), 27 selections, 750 pack

V-27
21 columns (7 shift), 18 selections, 600 pack

V-18
14 columns, 18 selections, 420 pack



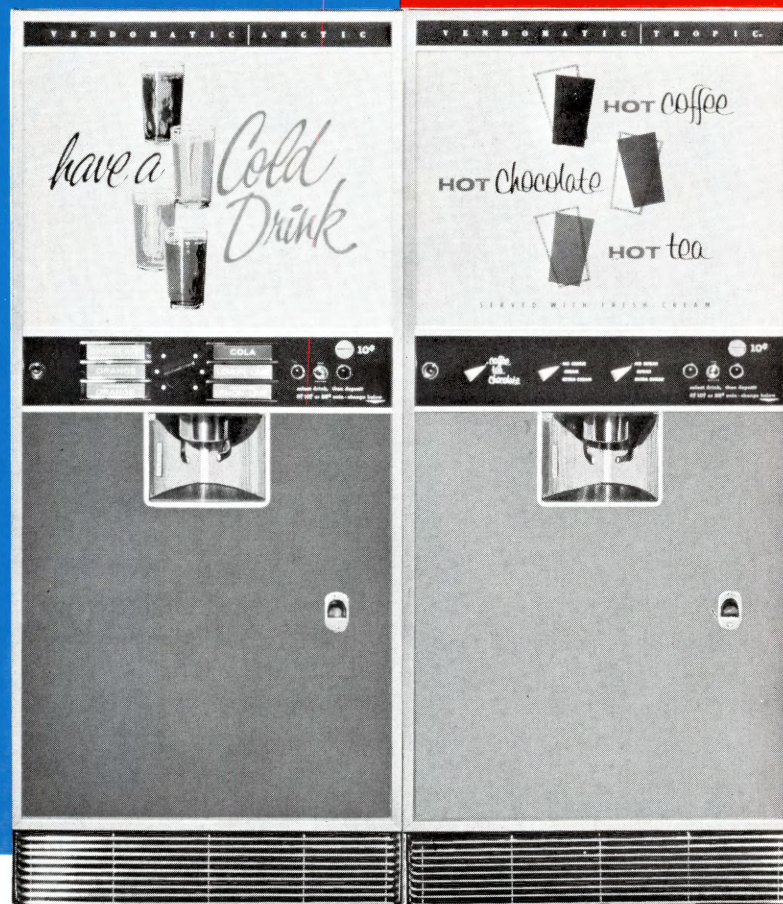
ALL THIS
LUXURY AND
EFFICIENCY...
AT A
MODEST
PRICE

EXCLUSIVELY
SOLD
THROUGH
ELECTRONIC
INDUSTRIES
CORPORATION



**ELECTRONIC INDUSTRIES
CORPORATION**

3464 PARK AVE.,
MONTREAL, P. Q.
TEL. - AV. 8-7758



Put **VENDOMATIC**'s Profit-Making Pair To Work Building More Sales For You

Side-by-side or on their own, Vendomatic's "matching twins" the Arctic and the Tropic lead the way to profit-making locations. Canadian designed, Canadian built, Vendomatic's twin machines offer operators the most feature-packed modern equipment on the market today! So before you buy . . . compare and you'll agree you get more of everything for quality vending with Vendomatic's matching twins . . .

COMPARE – with any other machine

- ★ **PRICE!**
- ★ **PACE SETTING DESIGN!**
- ★ **MECHANICAL PERFECTION!**

By any comparison you get the **BEST** when you choose

The Arctic Cold Drink Machine ☆ **The Tropic Hot Drink Machine**



the **VENDOMATIC** REG. T. M. exclusive 'SPIN-MIX' vending
revolutionizes hot drink automatic vending equipment

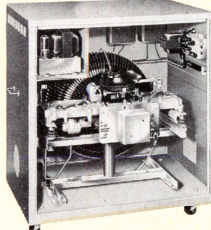
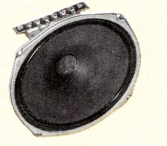
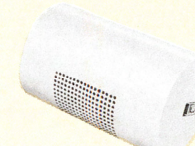
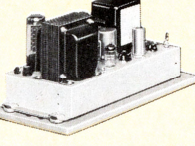
Vendomatic Limited, 59 Torbarrie Rd., Downsview, Ontario - CH. 4-6403

Montreal Sales Office: The Show-Mart

Like honey and the busy bee
the Roweoteria
and sweet background music
go naturally together

AND . . . FOR THE ATMOSPHERE YOU WANT, THE MOTIVATION
YOU NEED AND THE INDIVIDUALITY YOU REQUIRE . . . THE BEST IS . . .

ROWE-AMI BACKGROUND MUSIC

				
HIDEAWAY CONSOLE The heart of the ROWE-AMI background music system in a compact cabinet only 33 1/4" high x 31 1/2" wide x 22 1/2" deep. Contains all the famous AMI components including the unique record magazine, the precise and dependable transcription record changer and turntable, the feather weight tone arm and the heavy duty 20 watt master amplifier.	MASTER PANEL Beautifully engineered remote control for volume, paging and optional radio.	WALL SPEAKER New and highly efficient baffle design for walls, corners and columns.	CEILING SPEAKER High fidelity extended range with choice of three grilles to harmonize with all ceilings.	AUXILIARY AMPLIFIER Extends hideaway capacity as required in larger installations.

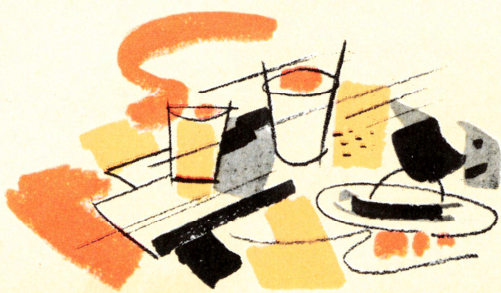
Rowe
AMI

ROWE-AMI SALES CO. • 5075 West Lexington Street, Chicago 44, Illinois



THE INDUSTRY'S MOST COMPLETE LINE OF AUTOMATIC VENDING AND MUSIC EQUIPMENT

The Roweoteria
the complete
automatic vending service...
now changing
America's feeding habits



The Roweateria turns a dream into a practical reality

All the goodness and all the appetite stimulating appeal of a gay array of foods displayed on the counters of the finest self-service restaurants is now available thru vendors—when the vendors are the compatible ROWE-AMI showcase merchandisers in a dramatic Roweateria installation. For the Roweateria is the realization of the universal dream for a practical, fully automatic cafeteria service.

Today—with the Roweateria—it is possible to serve an amazing variety of hot and refrigerated foods and beverages. To provide selections for a snack or complete meals that make mealtime a time to look forward to with eager anticipation. Salads, stews and sandwiches. Fresh brewed coffee, hot whipped chocolate, tea or soups. Milk and sparkling cold drinks with crushed ice. Fresh fruits, puddings and jellios. Pies, cakes, pastries and other desserts. Candies, gum, confections and cigarettes.

With the Roweateria mealtime or snacktime is anytime. Its inviting panoramic display is always there and the showcase vendors are ready to serve at all hours of the day and night with efficiency, speed and the greatest economy.

Illustrated on the following pages are 9 compatible merchandisers for the Roweateria. Each is acknowledged the best in its category and all are in actual production. Placed together in units of 2 or 3 or more, up to the full line as needed and desired, they make the most compact and most outstanding combination of matched vendors ever created for group feeding. An automatic vending installation with great flexibility and an unlimited potential for service and profit.

*The Roweateria,
the complete vending service
for the modern automatic cafeteria*



1000-A Drink with Crushed Ice

Ambassador Cigarette Merchandiser

Refrigerated Sandwich Merchandiser

Candy Merchandiser

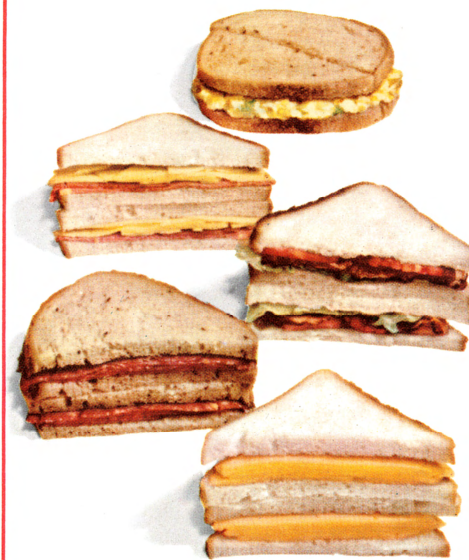
Refrigerated All Purpose Merchandiser

Pastry Merchandiser

Tasty Twenty Merchandiser

Hot Food Merchandiser

Fresh Brewed Coffee



CONVENIENCE STARTS
THE VENDING HABIT
QUALITY KEEPS IT GOING

...THAT'S WHY
IT PAYS TO USE
FAMOUS G.F.
VENDING
PRODUCTS!



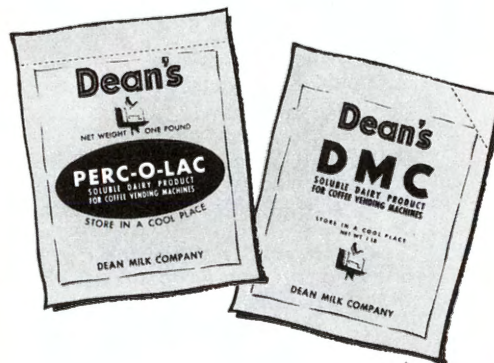
MAXWELL HOUSE VENDING COFFEE

The new Maxwell House with "premium flavour." Richer than before. No increase in price. Gives maximum yield, better flowability . . . assures troublefree operation. In 1 lb. moisture-proof bag.



BAKER'S INSTANT VENDING MIX

Here's "hot chocolate" at its best—rich, chocolaty, full-bodied—and truly free flowing. A delicious drink that will bring customers back for more. In 2 lb. moisture-proof bag.



DEAN'S PERC-O-LAC AND DMC

Dried dairy products made from sweet fresh cream and modified milk solids. Maximum whitening, solubility. Will not curdle or feather. In 1 lb. gas-packed, heat-sealed bags.



GENERAL FOODS, LIMITED

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

CANADA'S OWN FOURTH ANNUAL **AUTOMATIC**

MAY 26 & 27, 1961 at Queen Elizabeth Hotel, Montreal

THE 1961 AUTOMATIC SELLING SHOW is an integral part of the 1961 Convention of the Canadian Automatic Merchandising Association.

It is a trade show, not a public show, admission being open only to those registered as having a genuine business interest in automatic vending.

The Convention will begin Thursday, May 25th, 1961;

exhibits may be set up Thursday from about noon onwards.

The Exhibition will open on the morning of Friday, May 26th, and will continue through to Saturday evening, May 27th, with open hours to be specified later. Exhibit hours and convention sessions will as far as possible be at separate times, to facilitate full attendance at both.

Listed Numerically Below Are The Exhibitors At The Show

BOOTH #			
1	Interprovincial Vending Products Ltd., 241 McRae Drive, Toronto 17, Ont. Mr. Ken Harvey	20	Canada Dry Limited, 8700 Decarie Blvd., Montreal 9, P. Q. Mr. D. Roy Wilson.
2	Vender Sales and Service Ltd., 160 Graham Blvd., Town of Mount Royal, 16, P. Q., Mr. Keith Wallace.	21	Standard Brands Limited, 488 Dupont St., Toronto 4, Ont. Mr. E. W. Stevens.
3 & 4	Automatic Cafeteria Equipment and Sup- plies Ltd., Box 691, St. Catharines, Ont. Mr. Ronald Kane.	22	Chocolate Products Limited, P. O. Box 235, Toronto 18, Ont. Mr. L. K. Smith.
5	Al Siegel Enterprises Ltd., 637 Yonge Street, Toronto 5, Ont. Mr. Bob Sinclair	23	Krispak Limited, 358 Dufferin St., Toronto, Ont. Mr. Ralph Dilworth.
6	R. C. Gilchrist (Quebec) Limited, 1326 Notre Dame Street West, Montreal, P. Q., Mr. Maurice Cardinal.	24	H. J. Heinz Co. of Canada Ltd., Leamington, Ont. Mr. S. H. Greatrex.
7	K-W Vending Services, 7 Dupont St., Waterloo, Ont. Mr. C. W. Daniels	25	Lily Cups Limited, 300 Danforth Rd., Toronto 13, Ont. Mr. Howard Lee.
8	Standard Change Makers Inc., 422 East New York St., Indianapolis 2, Ind., U. S. A. Mr. J. R. McNutt.	26	Imperial Tobacco Sales Ltd., P. O. Box 218, Mount Royal Station, Montreal 16, P. Q., Mr. O. L. Arcand.
9-10-11	Trans Canada Distributing Co. Ltd., 3464 Park Avenue, Montreal 18, P. Q. Mr. L. E. Dettner. & Carlton Automatic Vendors Ltd., 8 Hafis Rd., Toronto, 15, Ont. Mr. W. Karpel & Miss Peggy Bragg	27	Pepsi-Cola of Canada Ltd., 4900 Jean Talon St., Montreal, Que. Mr. Sid Koffman
12 & 13	Continental Vending Machine Co., 22 Rivalda Road, Toronto, Ont. Mr. Dan V. Carr.	28	Campbell Soup Co. Ltd., New Toronto, Ont. Mr. A. H. Young.
14	Dare Foods Limited, 2481 King St. E., Kitchener, Ont. Mr. Jack M. Langley.	29	Geo. Zakaib and Sons Limited, 9149-9151 St. Lawrence Blvd., Montreal, Que. Mr. Theodore Zakaib.
16	Planters Nut and Chocolate Co. Ltd., 672 Dupont St., Toronto 4, Ontario. Mr. McKeen.	30	National Rejectors Inc. 3513 Bathurst Street, Toronto 19, Ont. Mr. Bert Arsenault.
17	Canadian Vending Magazine, Owen Sound, Ont. Mr. John Walker	31	General Foods Limited, 44 Eglinton Ave. West, Toronto, Ont. Mr. R. M. Murray.
18	Coca Cola Limited, 90 Broadview Ave., Toronto 8, Ont. Mr. F. G. Allen.	32	Continental Can Co. of Canada Ltd., Box 4021 Terminal A. Toronto, Ont. Mr. G. L. Ursaki.
19	Nestle of Canada Limited, 27 Carlton Street, Toronto 2, Ont. Mr. G. McCormick	33	Moyer and Diebel Metalcrafts, Jordan Station, Ont. Mr. Jay B. Moyer.
		34 - 35-36	Howard Whillans Ltd., 38 St. Clair Ave. West, Toronto 7, Ont. Mr. J. Howard Whillans.
		37	Rose and LaFlamme Ltd., 400 Paul St. West, Montreal 1, P. Q. Mr. D. McCulloch.

SELLING SHOW

YOUR FUTURE IS VENDING - DON'T MISS
THIS CHANCE TO ATTEND THE BIGGEST
CANADIAN VENDING SHOW EVER HELD

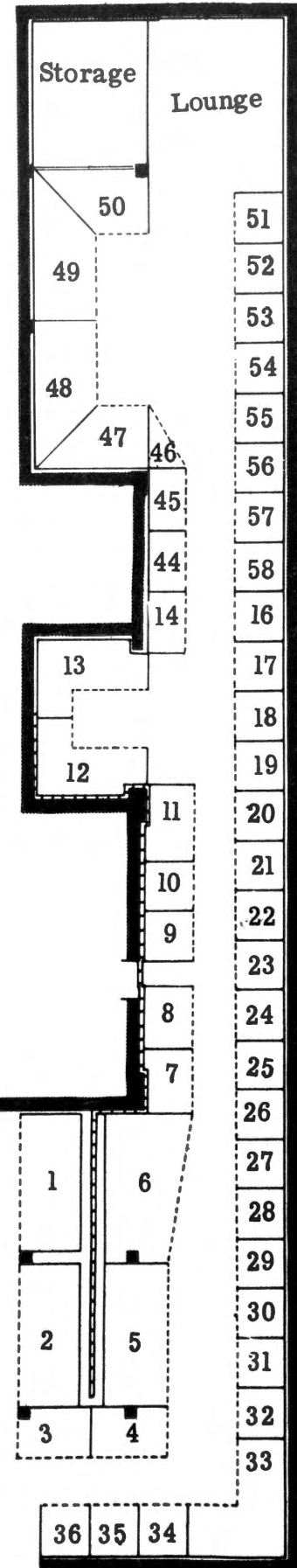
SEE THE LATEST IN MACHINES AND EQUIPMENT
LEARN THE LATEST METHODS AND PROCEDURES
MEET THE MOST PROGRESSIVE PEOPLE IN CANADA
THE CANADIAN VENDORS

- 38 Tenco Ltd., Box 459, Ajax, Ont. Richard M. Steer.
- 39 Payne Products Limited, 2450 West Stadium Blvd.,
Ann Arbor, Michigan, Mr. Elmer Kuekes.
- 40, 41 Vendomatic Limited,
42, 43 59 Torbarrie Road, Downsview, Ont.
- 44 E.A. Horton Sales Ltd., 299 Bering St.,
Toronto, Ont. Douglas Brighten.
- 45 McLean Food Products Limited, 1725 Basin St.,
Montreal 3, P.Q., Keith Poole.
- 46 Canadian Postage Stamp Machine Co., 82 Northline
Road, Toronto 16, Ont. P. Hobbin.
- 47, 48, Rowe AMI Sales Co.,
49 32 Springbank Ave. Toronto
- 50 General Automatic Beverages Ltd., 4022 Dundas St.,
West, Toronto 9, Ont. Mr. W.A. Ledingham
- 51, 52 Wittenborg Inc., Mr. J.B. Low,
169 Gardner Avenue, Brooklyn, N.Y.
- 53, 54 Kelvinator of Canada Limited, J.S. Blay,
1245 Martin Grove, Toronto, Ont.
- 55 Christie Brown and Co. Ltd., 100 Lakeshore Rd.,
Toronto, F.L. Keizer.
- 56, 57 Coinwash (Eastern) Limited, 125 The Queensway,
Toronto 18, Mr. Harvey S. Wolfe.
- 58 Guild Plastics, 34 Potter Street, Cambridge, Mass.
Mr. Plotkin.

Canadian *Vending* Magazine

**WILL SET UP A P.A. SYSTEM AND TELE-
PHONE IN BOOTH NUMBER 17 FOR THE CON-
VENIENCE OF OPERATORS AND COMPANY
REPRESENTATIVES WHO WANT TO KEEP IN
TOUCH WITH THEIR OFFICES OR CONTACT
OTHERS ON THE EXHIBITION FLOOR.**

For information on registration and on the show contact
Vernon Lang Executive Secretary, Canadian Automatic
Merchandising Association, 17 Prince Arthur Ave.,
Toronto 5, Ontario WA. 2-9981





The Don Mills installation north of Toronto

VENDING

TEAMS

UP WITH GAS

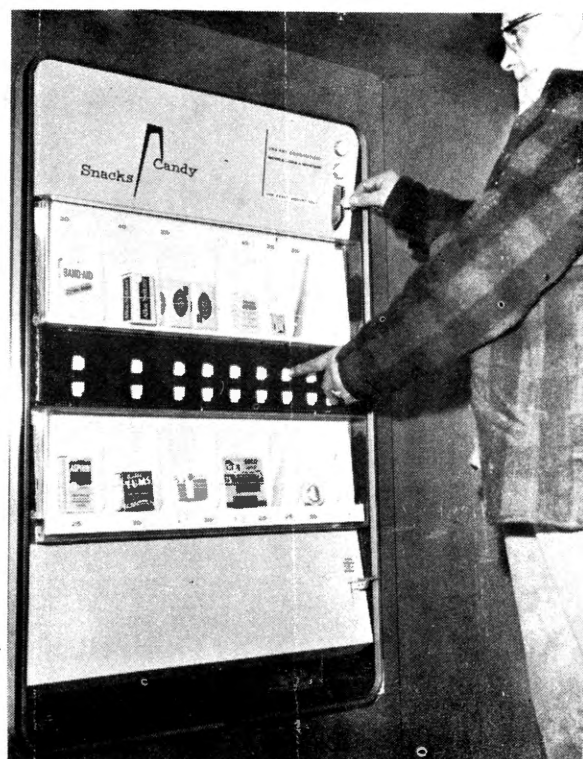
Probably no other commodity is as well distributed to provide convenience and service as gasoline. Outlets are strategically located to give the motorist complete service no matter where he may be. Networks of stations across the country assure him of ready availability of

his particular choice of gas or oil. While giving thought to this marvelous distribution set-up Vice-President Al Baker, and others of the management team of Vendomatic Limited thought it should be a logical tie in to install vending machines in such a set up and provide the

Continued on Page 31



VENDING BANK flooded with lights at Esso station near Vancouver city limits.



MIDNIGHT customer plugs a coin for blades.

KELVINATOR OF CANADA LIMITED

1152 DUNDAS STREET EAST

LONDON, ONTARIO



A MESSAGE OF IMPORTANCE **TO THE CANADIAN VENDING INDUSTRY**

It is with great pleasure that we announce to the Canadian Vending Industry that Kelvinator of Canada Limited is now in a position to provide your complete requirements of Vendo-Stoner Food Vending Equipment. We are confident of our ability, as the sole distributor for Vendo in Canada, to bring to you the most up-to-date and most trouble-free vending equipment available.

The Vendo name has been synonymous with quality for many years and you may be assured that Vendo and Kelvinator will continue to provide to you the finest of vending equipment. The latest models are setting new standards of excellence in performance and design. You will see them on display at the C.A.M.A. Convention in Montreal May 27-28. Pioneer Appliance Service (1957) Limited, with branches in various cities across Canada, are in a position to supply parts and service for all Vendo Products. This is a service which is of the utmost importance to Vending Operators.

We would be pleased to send you complete information on the Vendo and Vendo-Stoner Equipment upon your request.

Yours truly,

KELVINATOR OF CANADA LIMITED

H. Wilkinson

Sales Manager, Food Vending Equipment



VISI-VEND VARIETY lets you offer complete meals and snacks . . . satisfies appetites from light to hearty.

Visi-Vend makes food service profitable at any



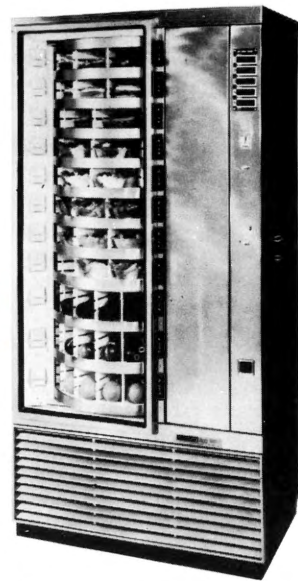
SHE SEES WHAT SHE LIKES—SHE BUYS WHAT SHE SEES! Vendo Visi-Vend gives your customers a view of the actual products they buy. Ten selections are brilliantly lighted . . . temptingly displayed.

whatever you vend
wherever you vend

WITTENBORG

"400"

the major
advance in
automatic selling



WITTENBORG, INC. ■ NEW YORK SALES OFFICE ■ 169 GARDNER AVE. ■ BROOKLYN 37, NEW YORK

Vend up to 12 different items...

at 12 different prices—5¢ to \$1.25.

Adjust both compartment height and width.

Vend almost any size, shape or variety.

Sell on Sight!

PUSH

PUSH

PUSH

PUSH

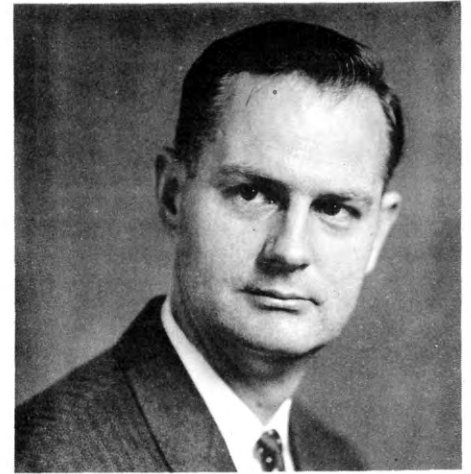
WITTENBORG COMES TO CANADA

About the time that Europe was climbing out of the mess created by the First World War, Wittenborg Automatafabriker began to make vending machines. This was over 40 years ago and a lot of vending machines have been made during the intervening period. The growth which has taken place, has created work, in one of the most modern factories in the industry for over 400 people. The Wittenborg line is originally out of Denmark but now it covers virtually every European country this side of the iron curtain.

From the beginning the Wittenborg machines have been produced with the idea that the customer should be able to see what he is buying. This proved popular with the public over there and it has proved popular with the public in America. When Jack Low, President of Wittenborg Inc., was in Europe about ten years ago, he saw the widespread use made of the

Wittenborg Automats and he became interested in all purpose vending. He began importing the Wittenborg machines to the U. S. and brought visible vending into the American automatic merchandising picture. The idea was good, the machine was excellent and over the years Wittenborg has become an important factor in the automatic vending industry. The machines are particularly suited for automatic restaurant and inplant feeding use and for merchandise vending on indoor or outdoor locations, such as supermarkets, transportation terminals, apartment houses and the like.

There are two basic lines in the current Wittenborg production picture. The first of these consists of the familiar two-column machines, with 9 or 12 window-doors per column. This series comes in hot, refrigerated, standard and combination hot-and-cold models. The



JACK LOW, PRESIDENT OF WITTENBORG INC.

combination of hot and refrigerated models is another Wittenborg first. This series of machines is normally filled from the front, but optional rear loading is available. Each window compartment can be used either as a single section for vending platter meals or such items or they can be used

WITTENBORG CAFETERIA



with the standard Wittenborg drums in the 2, 3, 4, 6 or 8 segment versions. A recent innovation for these machines is the "Piggy-Back" model which is ideally suited for platter dinners or trays. Although the "Piggy-Back" compartment appears to have only one item in each window, there are actually two. When the first item is sold and the window-door is shut, a glide filler automatically releases the second item, gliding it into the display position ready to be sold. This effectively doubles the tray-meal capacity of the machine to 48.

A special version of this machine is designed to be used for counter-top or built-in vending. This is known as the cafeteria model and it comes with a base and tray rail.

The second basic line is the "400" series which comes in four models, hot, cold, standard and deep freeze. A special feature of the "400" which makes it so popular with the operators is its

Continued on Page 56

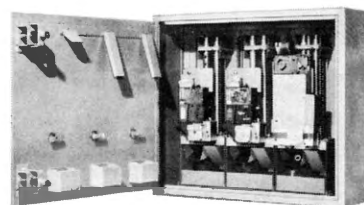
MAXIMUM SECURITY CHANGE-MAKERS BY STANDARD



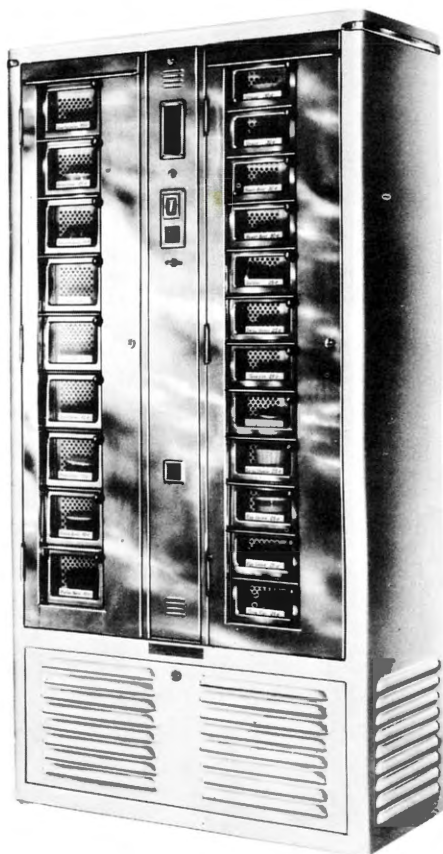
Separate 25¢ Changers Can Increase Your Sales Up to 25%

• Standard's all new Maximum Security Change-Makers, with front-loading door and rugged 3/16" steel cabinets do not require vaults, padlocks or extra vandalism guards. They combine new security, convenience and flexibility with the proven dependability of Standard's manually operated change mechanism.

Only a large capacity, separate change-maker like Standard provides adequate capacity for changing quarters. You can increase your sales from 10% to



25% by simply providing adequate change for all your customers. Models to change any 1, 2 or 3 coins into any possible combination of change. Send for full information today.



HOT REFRIGERATED
COMBINATION

THE CANADIAN VENDING MAGAZINE



STANDARD CHANGE-MAKERS, INC. • 422 East New York Street • Indianapolis 2, Ind.

New Canadian Units

CIGARETTES and CANDY

Coan U•SELECT•IT Canadian cigarette and candy venders give you unlimited variety selection. U•SELECT•IT units require small plant floor space and are easily and quickly serviced. Priced right, these units offer you 74-pack capacity with locked storage space in the stand.

Units are available with single or double "storage stands"—and are easily mounted on pillars, posts or walls if floor space is not available for stands.

U•SELECT•IT Canadian cigarette and candy machines can be purchased as individual units if desired — also good as support units in high-volume areas for more variety.

U•SELECT•IT



COAN MANUFACTURING CO.

2070 HELENA STREET • MADISON 4, WISCONSIN, U. S. A.

**See You At The Canadian Vending Show
In Montreal - May 26 & 27**

Lily CUPS WELCOMES YOU TO THE **C.A.M.A.** SHOW

Visit us at Booth # 26

SPECIALISTS IN VENDING CUPS

Lily Cups are exclusive manufacturers of china-coated hot cups. The china-coated Lily Cup "seals in" the drink's flavour, and there's no unpleasant paper taste with hot drinks. Lily Cold Cups are specially treated to retain rigidity and eliminate foaming problems. All Lily Cups are available in a full range of sizes.

We will give you the latest information about the finest vending cups available in Canada today for Hot and Cold drinks.

YOU ARE ALSO INVITED TO OUR
HOSPITALITY SUITE



LILY CUPS LIMITED

300 Danforth Road, Toronto 13

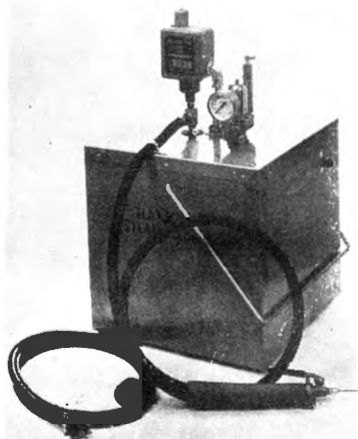
HOT CUP
#7WLGV

HOT CUP
#7RL6V

COLD CUP
#785

COLD CUP
#985

Steam Cleaner: All types of vendors, even the most complex, can be kept in top operating condition with the aid of this portable steam cleaner, says maker. Operation is safe, simple. Fill with water and plug in. It cleans, degreases and removes contamination. Halkirk Co., Dept. Inst., P. O. Box 612, Manhattan Beach, Calif.



SALTED NUTS

FOR VENDING

10¢ PACKAGES OR IN BULK
SPANISH OR BLANCHED
SALTED PEANUTS
MIXED NUTS AND CASHEWS

KRISPAK
LIMITED

358 Dufferin St., Toronto 3, Ont.
Club Sales & Agencies Ltd.,
8691 9th Ave., Montreal 38, P. Q.



"MORE PROFIT FOR
GUM VENDORS"
NEW 250 COUNT GUM

New Low Prices
Quality Controlled
Made in Canada

SAME SIZE AND QUALITY AS REGULAR 210
YOU GET 40 EXTRA BALLS IN EVERY POUND,
FOR ONLY 2¢ EXTRA

FROM YOUR DISTRIBUTORS

MEPHAIL VENDING SERVICE, MT. ROYAL CONFECTIONS LTD.,
1218-22 EGLINTON AVE. W., 963 NOTRE DAME W.,
TORONTO, ONTARIO. MONTREAL, QUEBEC.

MONARCH COIN MACHINES LTD., LANIEL AMUSEMENTS,
211 RUPERT AVE., WINNIPEG, MAN. 1807-13 NOTRE DAME W.,
MONTREAL, QUEBEC.

* * * * *
100 - 210 - 250 Count In
STARBRITE MULTICOLOURS
100 Count Also in One Feature Flavours
CHERRY, LEMON, GRAPE
Pee-Wee (BIG COUNT)
Candy Coated Peanuts

Only Company

That Manufactures These Items In Canada

"BIGGEST NAME IN BUBBLE GUM"
WORLD WIDE GUM CO. LTD.
175 PARK AVE., GRANBY, QUEBEC.

VENDING ANNIVERSARY

April saw a month long 75th birthday party for the American vending machine throughout the United States. Companies who own and service the silent salesmen marked the event in every state and in more than 250 cities.

Walter Reed of the N. A. M. A. in a recent release stated "Local Anniversary programs ranged from Open Houses and equipment displays in banks and department stores to illustrated talks in schools, at civic luncheons and at regional meetings of the industry's national trade group, the National Automatic Merchandising Association. The Association itself will be 25 years old in 1961.

What prompts all the Anniversary activity is the issuance of the first American patents for vending machines exactly 75 years ago - in 1886. The first models were rather elementary devices compared to their present-day electronic descendants. When the first venders did go into action two years later on the platforms of New York elevated trains, few could foresee vending's role in the 1960's.

From those early beginnings has sprung an ever growing service industry which in 1961 offers automatic food service daily to millions of factory and office workers as well as a multitude of conveniences to travelers and others. Sales in 1960 were close to the 2.5 billion dollar mark.

In April the Governors proclaimed "Automatic Merchandising Weeks" in their states and Mayors did likewise in many cities. In addition, the vending industry is establishing its own research library at St. Louis University and will publish a history of its 75 years in retailing. Later this year the vending industry will also stage the first International Conference of Automatic Merchandising at Chicago's new McCormick Place Exhibition Hall. Vending specialists from all parts of the

world are expected to exchange ideas and know-how at this event in October.

Frederick Lynde, a British inventor, who obtained one of several patents which were filed back in 1886, can not claim the title of "FIRST", however.

That distinction is still held by a Grecian high priest, Hero Cstebus, who lived some 2,000 years ago. Seems that Hero devised the first vending device now known. He dispensed holy water at his temple through a vessel which didn't work unless a drachma coin was first deposited by the faithful.

Birthday cakes normally don't pop out of vending machines - but if your quarter produced one in April, you know the reason.

Some indication of the changes which have taken place may be gained from a comparison of the stamped envelope and notepaper vendor of 1896 with the present day drink vending machines.

* * *

Even grandmother had her vending machines, but any resemblance to present-day models is pure coincidence. This model, introduced in New York City in 1896, vended note paper and stamped envelopes.

According to a description in Scientific American Magazine, "the machine is easily operated and does not seem



liable to get out of order".

Attention on antique vending machines is being drawn this year by the 75th Anniversary of the automatic merchandising industry which had its American start in 1886 when the first patents were granted in Chicago.

Appointment

KELVINATOR OF CANADA APPOINTS H. WILKINSON

J. S. Blay, Manager Commercial and Contract Sales, Kelvinator of Canada Limited, announces the appointment of Harry Wilkinson to the position of Sales Manager, Food Vending Products.

Mr. Wilkinson has served Kelvinator for seven years, most recently as a District Manager. His selling experience and knowledge of marketing will be invaluable assets in his new position.



Continued from Page 18
motorists and customers with many more of the everyday items they purchase. Accordingly, an agreement was reached with Imperial Oil Ltd. to run experimental vending set ups and two locations were selected for the first trial, one at Don Mills in Northern Toronto and the other in South Burnaby, Vancouver.

Imperial Oil reasons that the extra traffic created by the automatic vending machines should be helpful to gas sales. Al Baker feels certain that the vending machines will create interest from people in the area bringing newcomers to the locations and building up from the base of established customers already patronizing the service stations. Both firms watch the experiment with keen interest and are quite sure the experiment will prove successful because it provides a service for which there is a need.

Vending facilities outside of stores to provide 24 hour shopping have been tried before and few locations have shown any startling results. Al Baker believes that the failure is due to the type of equipment used and the merchandise offered. The installations now being used will be moved about from area to area to determine the public reaction and desires. During this stage different merchandise will be put into the machines in an effort to determine the public tastes and needs and different machines will be put into the installation to find out those which best serve the public demands.

During the experimental installations, which are basically fact finding, all data will be recorded and tabulated and supporting information will be gathered, so that a complete picture will be available when the survey is finished. This is definitely pioneering in an area which offers unlimited potential, pioneering in the field of public demands and machine requirements.

Already shortcomings of some of the equipment now available have been revealed and the need for other types

Continued on Page 38
THE CANADIAN VENDING MAGAZINE



Some of the young customers who used the Don Mills vending installation.

* * *

The new grocerette on location in Long Beach test. This is the type of vendor needed to hold quantity of bigger items such as bread, cereals etc.



Appointments

Mr. A.H. Pickup, General Sales Manager, Dixie Cup Company (Canada) Ltd., Brampton, Ontario announces the following promotions in the Marketing Division to take effect immediately.



Mr. F.E. Piercy to Assistant to the General Sales Manager.



Mr. W.I. Dickens, to Regional Manager - Province of Ontario.

Mr. P.E. Feltus to Regional Manager - Manitoba, Saskatchewan, Alberta.

Mr. A. T. Romanick to Supervisor - Broker & Syndicate Sales.

"These Promotions", said Mr. Pickup, "Form part of a re-alignment of sales management responsibilities to provide increased service and attention to Dixie Distributors and Brokers".

Mr. F.E. Piercy, for many years, Territory Man-

ager in Ontario, brings to his new position an excellent background of experience in all markets important to the paper cup and container industry.

Mr. I. Dickens, originally joined the U.S. Company, transferred in January 1954 to become Western Ontario Sales Representative, a position held up until the present time.



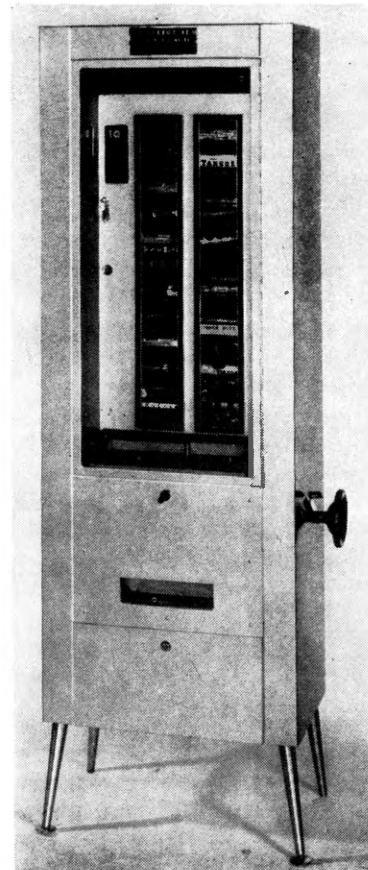
Mr. P.E. Feltus, prior to his appointment was Sales Representative headquartered in Quebec City. Previous assignments include special merchandising work in all parts of Canada and also as a Sales Representative in New York City. He joined Dixie Cup in February 1954.



Mr. A.T. Romanick, with Dixie since May 1954, was the first salesman hired for exclusive attention to the promotion and sales of the home products line.

PRODUCT NEWS

U-Select-It Adds Dual Console Model to Line

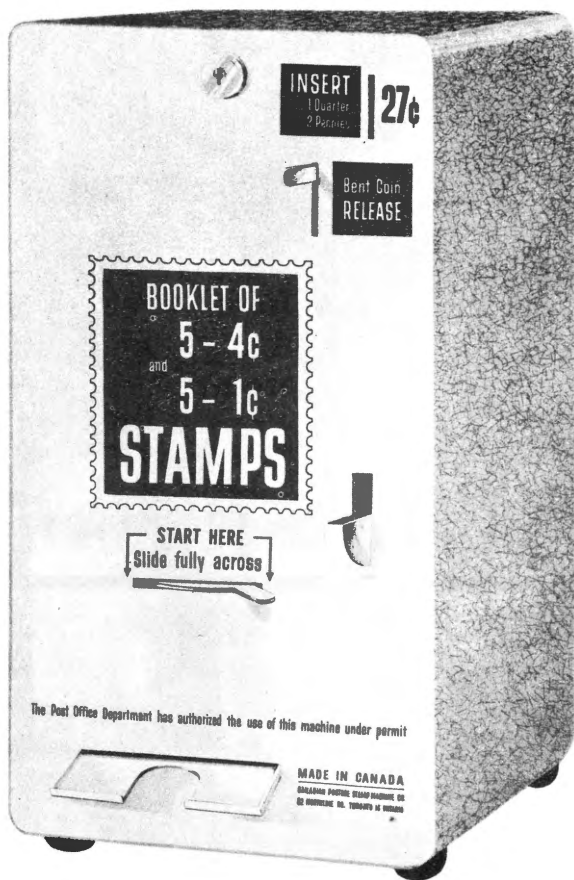


The production model has numerous refinements that enhance the appearance and use of the machine. Identified as Model 188, this Dual Selector vends candy, snacks and gum, with more than double the capacity of previous machines in the line. As described by Mr. Morris, the Model 188 provides console capacity for locations than can handle the volume. Stacking any size package up to 6½" long, the machine permits operators to extend the product lines beyond the run of popular candy brands, hence other commodities can be offered without need for special machine.

The Model 188, Dual Selector extends the U-Select-It machine line; providing the well known single column candy, cigarette, beverage and food product venders which have been standard for 35 years.

For literature giving complete story on the new dual model and the complete line, write:

Coan Mfg. Co.,
2070 Helena St., Madison 4, Wis.



THE COURIER

MODEL 200-27B

13¾" high, 7" wide, 4¾" deep. — 12½ lbs. Cast aluminum cabinet in crackle finish — baked enamel face, polished chrome handles and chutes. 25¢ Official booklet of stamps (5-5¢ or 5-4¢ and 5-1¢) for 27¢ (1 quarter and 2 pennies).

THE AGENT

Model 200-26B—Exactly like the COURIER, only this machine sells 25¢ Official booklets of stamps for 26¢ (1 quarter and 1 penny). A full load of booklets bring \$2.00 profit—all profit!

THE AIDE

Model 200-25A—The only inexpensive full-value machine on the market today! Identical in construction to the COURIER only this machine sells 25¢ Official booklets of stamps for 25¢ (1 quarter).

THE NEW NAMES IN POSTAGE STAMP VENDING MACHINES

THE COURIER — Post Office Department tested and approved
THE AGENT — Feature for feature—the best machine you can buy!
THE AIDE —

BEST PROFIT—The COURIER handles up to 200 Post Office Department Booklets of stamps at a time... sells each 25¢ pre-packaged Official book for 27¢. Each full load gives you \$4.00 profit—all profit!

BEST OPERATION—The COURIER can be filled with stamps in only 5 minutes. Completely trouble-free—requires no attention between loadings. Effortless to operate—no pulling, pushing or spring back. Won't jam—any extra coins inserted during operating cycle are rejected and returned. When the machine is empty, the coin slot is automatically closed.

BEST PROTECTION—The COURIER has a National slug rejector which screens out and returns slugs, bad coins. And there are no stamp losses. The reliable free-drop release mechanism ensures delivery of a single undamaged booklet with each operation—gives out only the stamps that have been paid for!

BEST CONSTRUCTION—The COURIER is strong yet simple in construction, and built to last. The face is recessed to prevent prying; locking is positive. Can be mounted permanently to a wall or counter top if wished (optional—please state). Will be seen and recognised instantly.

BEST SAFETY—There are no sharp edges or corners to cut or scratch and heavy rubber feet protect the counter surfaces.



- Booklets available at Post Offices.
- Modern, practical package of stamps with most-used denominations.
- Printed English and French, with tables of letter rates.
- Tissue separates stamps, prevents sticking.
- Handy to carry about.

WARRANTY. C.P.S.M. Co. machines are designed and manufactured in Canada by an established wholly-Canadian company with complete facilities at your disposal.

All models are warranted subject to repair or replacement without charge for one year if defective due to faulty materials or workmanship.

CANADIAN POSTAGE STAMP MACHINE CO.

82 Northline Road, Toronto 16, Ontario •

Telephone OX. 9-8411

See Us In Booth 46 At The Show



MOYER & DIEBEL APPOINTS REPRESENTATIVES COAST TO COAST

Early in 1961 an announcement was made by Moyer & Diebel Metalcrafts Ltd. that a new sales program had been put into effect, incorporating distributors as an integral part of the new system. Monarch Vending Services of Winnipeg and Vendex Corp. Ltd. of Toronto, were appointed as the distributors. All sales are to be handled by the dealers. They will together in their respective territories cover Canada from coast to coast with active representation. Monarch from Port Arthur west to the Pacific and Vendex all parts east of Port Arthur. This new program was designed to give the operators of the vending industry better service and make Moyer & Diebel's equipment available

to all. To date the organization is progressing satisfactorily toward this end.

Since the granting of the distributorships some changes have taken place within their individual organizations. Control of Vendex was purchased by Mr. Edmund Cachia, and Mr. Fred Stickley was appointed manager. Fred has spent considerable time organizing his sales representatives and preparing for representation in Quebec and the Maritimes.

In the West changes have taken place also. Monarch Vending Services while engaged in selling equipment, found operating so profitable that the dealership was relinquished for the sake of operating. Ted Savage and Andy Petrakas are wished the best

of regards and hopes for success in their new venture by their friends at Moyer & Diebel. You will all know what equipment they are using, of course, the Koffee Klub, Kold Klub, and Hot Tot.

The dealership was not left vacant for a moment as Worldwide Vending Limited was formed primarily for the purpose of acting as western distributor for Moyer & Diebel. Mr. Paul Thorkelsson and Mr. Ray Cafik merged their business abilities and knowledge to form the new company. Mr. Wilf Massey a person familiar to many in the industry and formerly with Monarch Vending Services was asked to join the firm and did so as chief service and sales representa-



RAY CAFIK



PAUL THORKELSSON



WILF MASSEY

tive.

Ray Cafik has been in the vending business for several years and is undoubtedly known to a great many in the field. He has set up many operations and intends to continue doing so with his new line, Canadian made Moyer & Diebel equipment.

Paul Thorkelsson is a new comer to vending. As such he is looking forward to a big increase in his already broad general business knowledge, from this fastest growing Canadian industry. He has much to offer, however, his background of 42 years as a Winnipeg industrialist is a welcome asset to Worldwide and should prove valuable to the vending business.

Wilf Massey, a person of long association with the industry both in machine service and sales, rounds out the new firm. Wilf is an expert on machine function and can be counted on to give top service at anytime.

The new organizations should be able to make a real contribution to the Western Canadian vending industry. A contribution of service, and sales of a high quality line of Canadian Vending equipment not previously offered in the west because of lack of representation. Now, however, it is actively represented and should do well with Worldwide.

Vendex has moved ahead rapidly under the organizing ability of Mr. Stickley. Many salesmen have been enlisted and representation is progressing on an active basis into the Maritimes.

Service will definitely be a prime consideration in this organization. An experienced vending mechanic has been employed to render first class service to all customers. It is hoped that this policy will prove effective in building operator confidence in the organization and the equipment.

Many new operators have been introduced to the Hot Tot (Moyer & Diebel's small machine) by Vendex. It is proving very satisfactory in extending their operations to take in the profitable small locations employing 30-80 people.

Moyer & Diebel has done it
THE CANADIAN VENDING MAGAZINE

again, in introducing a new high quality beverage machine to the industry. Many of you have by now heard of the Kold Klub and its many special features for the operator. For those of you who have not, it may be seen at the Montreal C.A.M.A. Show, May 26-27, 1961.

This will not be the last new product in vending equipment that you will see from Moyer & Diebel. More are on the drawing boards, and in prototype stage right now and will soon be in evidence on the market.

With the new organization, Moyer & Diebel will be able to concentrate on production and engineering. The sales companies will be strictly service and sales. As a result Moyer & Diebel should be able to bring to you more machines and better machines.

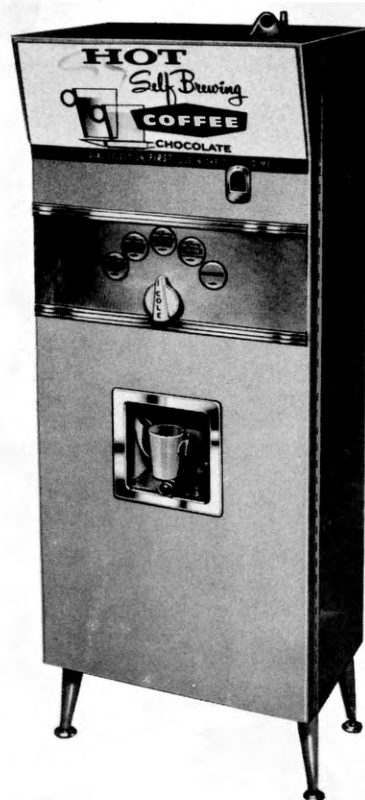
Moyer and Diebel wishes to remind the operators that all comments on equipment functionality, and design are gratefully received. Your opinion of their service is also appreciated. It is only by knowing where you believe that they have fallen short or could improve, that changes can be made. It is their desire that changes are made to suit this industry and that all possible advancement is achieved wherever it is practical.

A most profitable visit to the show is wished to you all by Moyer & Diebel. Be sure to visit their exhibit and note the new KOLD KLUB.

Remember for those of you who make your living by serving Canadians it makes sense to buy products made by Canadians.

THE CANADIAN
**Vending
Magazine**
is **ESSENTIAL**
To Your Business

PRODUCT NEWS



Now, no location is too small for the amazing new Cole Fireball, the hot drink machine with a 300 cup capacity.

Cole, pioneer in the cup dispenser industry again sets the pace, this time with a new hot machine that is ideal for locations everywhere regardless of size. The new machine, which is only 21 inches wide, 13 1/2 inches deep and 56 inches high, will fit countless locations everywhere. Actually it adds profitable new locations where your present coffee equipment restricts extra profits and opportunities. Now, no location is too small for the Fireball.

The Fireball makes hot coffee, a self brewing way, with your choice of coffee four ways and hot chocolate. Here is a low price coffee and hot chocolate dispenser with everything... trouble free performance... rugged construction... sleek eye appeal... and the unsurpassed fine quality for which Cole is famous for over two generations of continuous leadership in hot and cold drink beverage equipment.



NEW CANADIAN STAMP MACHINE

A modern, highly convenient postage stamp booklet vending machine for indoor use is being introduced by the Canadian Postage Stamp Machine Co. of Toronto.

Different in concept from previous folder-type vendors the new C.P.S.M. machine sells up to 200 official Post Office Department pre-packaged booklets of stamps per load. Only 13 3/4" x 7" x 3/4" in size and weighing just 12 1/2 lbs., the C.P.S.M. stamp booklet vendor is carefully constructed. Much attention has been paid by its makers to neat and attractive finishing "to make its appearance suit the trimmest setting".

The machine, designed and

produced in Canada, is available in 27¢, (Courier), 26¢ (Agent) and 25¢ (Aide) models for counter or wall mounting, and it sells either two P.O. booklets of stamps - 5 x 5¢, or 5 x 4¢ and 5 x 1¢ stamps.

In contrast to previous machines, where loose stamps were stuffed into small folders, the new C.P.S.M. vendor can be filled in less than 5 minutes with ready-to-use stamp booklets bought as needed from a post-office. No pre-loading work is necessary and the purchased booklets go directly into the machine without further effort or expense.

The C.P.S.M. machine offers operators complete protection against coin or stamp losses. A national selector has been incorporated and an anti-jam feature returns any extra coins inserted during the dispensing cycle. Booklets are criss-crossed at 30° to each other and released through a free-drop mechanism that ensures trouble-free delivery of a single booklet per operation. When the magazine empties the coin deposit slot is automatically blocked.

With the Post Office Department reporting stamp sales last year in excess of \$80 million the C.P.S.M. Co. looks to a heavy demand for its new products and believes there are great numbers of potential locations for them. The Company, is of the opinion that the public is now ready for a stamp machine "retailing in the \$50 - \$60 range" up-graded and improved to the standard of convenience and appearance set by today's merchandise vending machines.

Over the past 15 months C.P.S.M. stamp booklet machines have been located in service across Canada in hotels, motels, drug stores, department stores, varieties, restaurants, hospitals, post offices, tourists sites, business offices, canteens - even in steamships. The Company states that this field experience has proven the dependability and usefulness to their vendor in preparation for its present widespread introduction.



DAD'S COOKIES

Packaged
to stay
Fresh!

PRODUCTS OF CANADA

OATMEAL

SHORTCAKE

COCONUT

GINGERKRISP

PEANUT BRITL

CHOCOLATE CHIP

THEY FIT YOUR MACHINES

DAD'S COOKIE CO. (ONTARIO) LIMITED 940 PAPE AVENUE TORONTO 6 CANADA

Appointment



JOHN W. HADDOCK

Automatic Canteen Co. of America has appointed John W. Haddock to the newly-created position of Foreign Group Executive, it was announced recently by Frederick L. Schuster, Automatic Canteen Board Chairman.

Schuster said that Haddock

will be responsible for all Automatic Canteen activities and interests outside the United States, its possessions, and Canada. Haddock is a Director of Automatic Canteen and has been President of Automatic Music, Inc., the Automatic Canteen manufacturing subsidiary in Grand Rapids, Mich. for the past 16 years.

"John Haddock brings to this assignment over 30 years of experience with foreign affiliates, licensees and customers. This background, coupled with his extensive knowledge of the over-all Automatic Canteen operation, equips him ideally for this new post," Schuster said.

Schuster also announced that George S. Brown, Vice President of Engineering and Manufacturing of Automatic Canteen, will, in addition, assume charge of the two AMI plants in Grand Rapids, to free Haddock for his new responsibilities which will require him to spend much of his time in foreign countries.

Schools Close Cafeterias, To Use Vending Machines

Although attacked by vandals and criticized by competing confectioners, food and drink vending machines are gaining ground in St. Catharines schools.

Recently, city board of education decided to discontinue operating its own cafeterias. They'll all be out by the end of June except one that is operated by a caterer who takes the risks and also the profit.

Board Members unanimously approved installing the coin-operated food and carbonated beverage machines as automation moves in to take care of student appetites.

"We are trying to get out of the food business," said the chairman of the finance committee that recommended the change.

VENDING TEAMS UP

Continued from Page 31

of equipment has shown up. As this market research continues the available data will be utilized so that machine development will proceed and site selection data will be used to bring closer the date of full line vending 24 hours per day in convenient locations for the buying public.

The Don Mills experiment at the time of writing was being closed down, ready to move to another location. This was part of the plan and is necessary to get a good cross-section of public opinion, acceptance and demands. Discussing the experiment with Don Storey, vice-president of Baker Vending Services revealed that the installation had been very successful. It had become part of the community services and when it was closed for re-location many people phoned in to find out why. They had come to depend on it and didn't want it moved. This was a pilot operation not intended to make money yet it did show a profit. Of course more than normal trips were made to check and service the machines, to gather data and to make sure that units were operating at all times to peak capacity and efficiency. The strong favourable reaction of the people in the neighbourhood was soon recognized in the way the demand for items kept growing. Undoubtedly the people appreciated the convenience of 24 hour shopping. They soon realized that should they run out of some item, or if an emergency arose, they had reasonable expectation of getting the needed items at the automatic vending location. This of course was the type of impression which had to be built up in the minds of the people. The good, dependable image of almost certain availability at all times through automatic vending equipment.

The survey showed that evenings and weekends accounted for about half of the sales, so that it was primarily considered as a convenience. However, grocery sales continued to grow dur-

ing the whole period, as did the overall sales, so that there was some indication that people were regarding it less as a convenience and more as a normal sales outlet.

Prices were kept competitive and items were selected to suit the available equipment as well as meet the public demands. Included in the long list vended were; bread, milk, cream, butter, eggs, cheese, soup, vegetables, fruit, baby foods, tea in bags, ground and instant coffee, jams, cookies and biscuits, pickles, detergents and hand soaps, drug sundries such as aspirin, blades, bobby pins, adhesive tape, film, household items such as light bulbs, fuses, friction tape, flashlight batteries and refreshments including hot and cold drinks, candy bars, gum, sandwiches, cigars and cigarettes. Every item carried showed some sale although some moved much slower than others.

As the experiment continues and equipment becomes available other items will be included such as frozen foods, prepared meats such as bologna, bacon, sandwich loaf etc. (but not fresh meat). Clothing items such as stockings, handkerchiefs, gloves, underwear etc. will also be tried out.

A new unit which has shown success in the American market will be introduced to Canada and to this experiment by Vendomatic. The new unit, under the name Grocerette, is manufactured by Grocerette Vending Machines, Inc. and is available in refrigerated or non-refrigerated units. These units were introduced to the public at Long Beach, California and with the variety they made possible, it was soon apparent that people liked to buy merchandise the automatic way. With such a large unit included in an installation it will be possible to give the customers items never before vended. This is the type of equipment which has been needed and the results of the survey and test will undoubtedly lead to the

development of other such equipment.

The heating of these installations was a factor which caused some thought and required some information. The Don Mills set up was heated by infra-red units, which kept the customer at 65° warm without heating up the equipment. The radiant heat panel proved more satisfactory than the convector electric type which was tried as well. During last winter, which was quite cold with a lot of snow, there were no problems such as frozen coin chutes or machines. On occasion snow or ice knocked off someone's shoes kept a door from closing completely, allowing some snow to blow in but no serious trouble was encountered.

The Health authorities proved very cooperative in the setting up of the units. All machines were inspected and all reasonable demands met. Licenses were obtained without trouble for the various items vended and so far there is nothing to indicate that such installations will not be acceptable throughout the country.

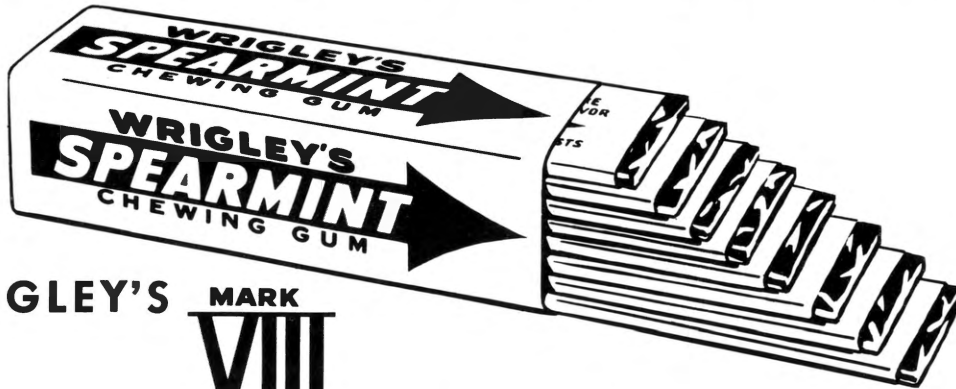
Vandalism was not a factor although there had been some thought about this problem. The locations were kept well lighted at all times and even though there was no supervision for a large part of the time, no breaking or damage was experienced.

In undertaking this experiment and survey Vendomatic are looking ahead, trying to foresee the needs which must be filled and the path which automatic vending must follow. In cooperating with Imperial Oil they have taken a big step to develop the future of vending and assure that they and Imperial will play an important role in that future.

* * *

THE CANADIAN
Vending
Magazine
is ESSENTIAL
To Your Business

The chewing gum package you asked for



WRIGLEY'S MARK
VIII

8 STICKS - VENDS FOR A DIME

Profit with the brands of chewing gum your customers prefer—Wrigley's Spearmint, Doublemint and Juicy Fruit. Get extra profits from your vending machines with

Wrigley's big Mark VIII, the 8-stick package made to vend for a dime.

WM. WRIGLEY JR. COMPANY LIMITED
235 Carlaw Avenue, Toronto, Ontario



PRODUCT NEWS

COLE VENDING MACHINES FIND FAVOR IN ENGLAND



"Abit of all right," might well be the remark of the Briton who shows his tempered enthusiasm for the delicious hot drink or refreshingly cold drink dispensed by the recently installed Hotspa and Colespa vending machines in the Manchester, England bus station. The machines, identical with those manufactured by Cole Products Corporation, Chicago manufacturers of vending machines, are made in England under Cole licence by Ditchburn Vending Machines, Ltd.

According to a story with an accompanying photograph which appeared in a recent issue of "Automatic Vending", a British publication, the two machines installed in the Manchester bus station show, during their first week-end, a sales record of 1,600 drinks. And as a satisfied customer was gracefully sipping from his Colespa dispensed paper cup, he was heard to remark, "jolly good".

PRODUCT NEWS



(L to R) Hyman Gale, David Smerling, Howard Hartman
... they brewed up a new beverage for vending

Five products for beverage vending

Nestle (Canada) Ltd. has produced five different products for use in vending machines.

Nescafe Self Brewing Coffee is a premium blend of instant coffee ideal for vending. It has the aroma and flavor of freshly brewed coffee and because of its greater strength than regular instant coffees the yield per pound is considerably higher making it a most economical buy.

Nescafe Vending & Institutional Coffee is a full-bodied instant coffee, free-flowing in all dry powder vending machines. It is dust free and therefore will not clog mechanical equipment. It can also be easily reconstituted to a liquid concentrate for liquid operated vending machines.

Nestea comes in a special vending pack and is proving a tremendous success and more operators are now vending with Nestea.

Choclade is a basic hot chocolate mix for hot-drink vending machines which dispense cream and sugar separately.

Dairy Product comes in the form of a creaming agent designed for trouble-free operation in all vending machines. Dairy Product is fast dissolving and free-flowing, insuring a smooth creaming action in Nescafe, Nestea and Choclade.

Glow Will Be Imaginary

There's no official name for it yet but there is every chance that a non-alcoholic beer - complete with foam - which is soon to be sold in the United States through vending machines, will be called a lot of things not to the liking of the manufacturer.

The second largest vending machine company in the United States plans to have 5,000 vending machines in operation before the end of this year through an investment of \$6 million.

The process, developed by Waukesha, Wisconsin, brewery over a two-year period, delivers the main ingredient in a concentrate solution form. The vending machines will add six parts of charged water to one part of concentrate and 15 cents will be the tariff for a nine-ounce cup.

The same ingredients are used as employed in the conventional alcohol variety of beer, but the production process is radically different. Major locations for the vending machines are expected to be industrial plants. There are no immediate plans to

market the new beverage in bottles or cans but this may come in the near future. Another future market might be the cosmetic field as a rinse or shampoo.

Now this could be revolutionary if it weans away the thirsty folk who favor the al-

coholic variety. But just as our ill-starred 4.4 brew deceived very few, there's bound to be something phoney about a non-alcoholic beer "hic".

WE ARE UP-DATING OUR EQUIPMENT AND WE HAVE GOOD USED VENDING MACHINES FOR SALE

DUGRENIER CANDY & CIGARETTES
STONER - CANDY

COLE-SPA - 4 SELECTIONS

HOT-SPA - 6 & 7 SELECTIONS

SPA CARB - 4 SELECTIONS

BERT MILLS - INSTANT & FRESH-BREW

VENDO SOUPS - 3 SELECTIONS

VENDO SOUPS - 6 SELECTIONS

Good opportunity for anyone starting in vending. Why buy new equipment at top-price when you can experiment with good equipment at less than half-price!

FOR MORE INFORMATION CALL:-

A.C. MERCIER, GENERAL MANAGER

Coffee Bar Corporation

2020 UNION AVENUE-MONTREAL

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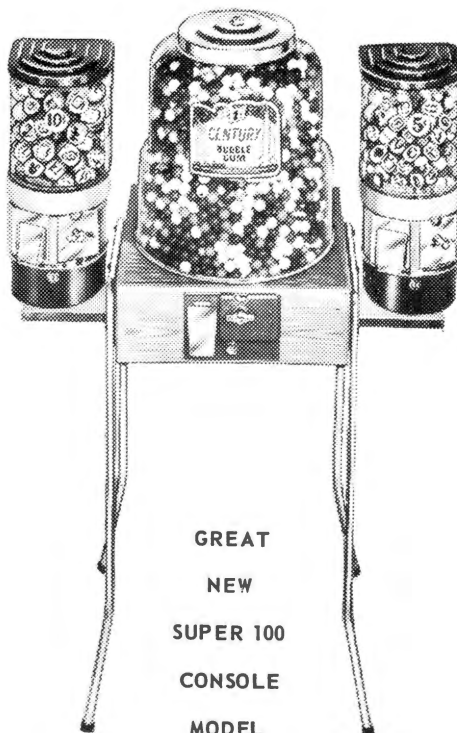
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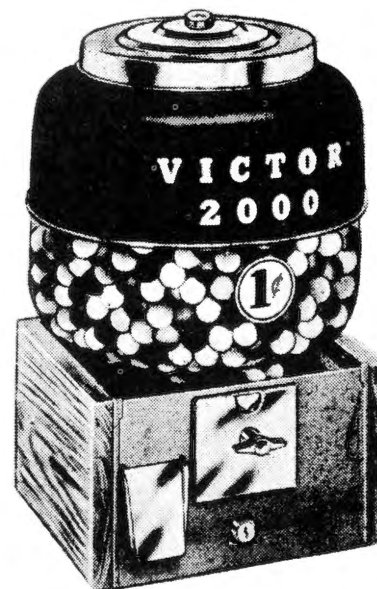
BULK VENDING MACHINES AND SUPPLIES



PEN VENDORAMA

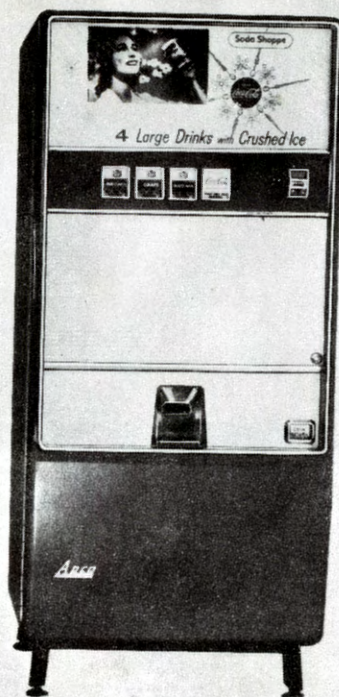


GREAT
NEW
SUPER 100
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MODEL

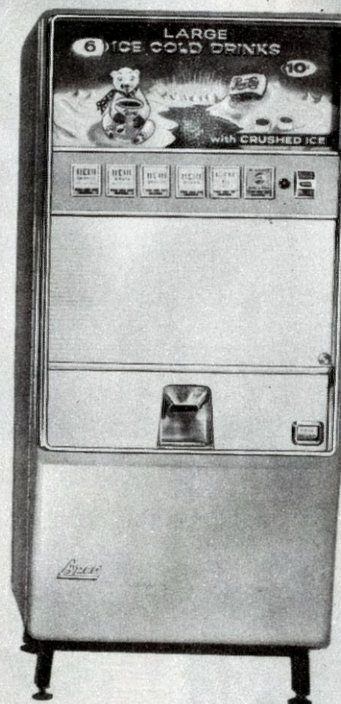


VICTOR 2000

**Special report to operators,
concerning the most important development
in Soft-Drink Vending in 15 years:**



APCO 4-DRINK SODASHOPPE



APCO 6-DRINK SODASHOPPE

Another Exclusive!
APCO ice-makers now have a
DEFROSTER

TO ASSURE A SERVICE-FREE OPERATION OF THE ICE-MAKER

SOMEDAY soon—every soft drink machine will be the type that dispenses drinks with crushed ice. Drinks served with ice are clearly preferred by customers, and are substantially more profitable to you. APCO predicted it with their first shipments of SodaShoppes with Ice-Makers two years ago. Today the industry accepts the fact—so much so that several manufacturers are rushing headlong into producing soft drink machines with Ice-Makers.

BUT...there are important differences in the Ice-Makers now available to you. There are important differences in the system, the servicing required, *the quality of the ice itself.* APCO—with its two-year lead in the development and actual on-location experience of its patented Ice-Maker—can best tell you about these differences, and what they mean to you.

1. THE QUALITY OF THE ICE

There are many different grades of ice. They vary in color (from crystal clear to cloudy)...in melting rate...in taste (inferior grades impart an unpleasant taste to the drink)...and in algae content. You and your customers can see and taste the difference. Check the ice dispensed by all iced-drink machines...and watch out for slushy, gray ice!

APCO's crushed ice is the highest quality ice...crystal clear, slow-melting and sanitary!

2. TWO COMPRESSORS VS. ONE COMPRESSOR

Three years ago when APCO *alone* was testing an Ice-Maker—one big compressor was used to operate both the refrigeration system and the Ice-Maker. This proved to be inadequate. The single compressor couldn't do both jobs efficiently. To meet APCO's high

THE FACTS OF ICE!

standards, two compressors were necessary—one for drink cooling, and a separate one for the Ice-Maker. Two compressors maintain peak efficiency, and assure a constant ice supply even on the heaviest traffic locations. Furthermore, a two-compressor system eliminates the need for special wiring at the location.

Unless your soft drink machine with Ice-Maker has two compressors, you can run the risk of 1) a loss of efficiency in either drink cooling or ice supply or both, 2) overloading the location's electrical circuits.

All APCO SodaShoppes with Ice-Makers are available with two compressors—so you never run out of ice!

3. EVAPORATION VS. RE-CIRCULATING WATER SYSTEMS

APCO originally used a re-circulating water system, but found there were serious disadvantages in continually re-freezing the ice dripping. These disadvantages included the servicing requirements of re-circulating water systems and the need for frequent cleaning and sanitizing. APCO obsoleted the re-circulating water system, and developed a method for evaporating the melted-down water at the rate of 420 drops per minute.

The evaporation system—eliminating servicing and assuring a sanitary drink—is another exclusive APCO development.

STRONG PATENT PROTECTION

The Ice-Maker unit, the method of storage and the method of dispensing ice used in all APCO SodaShoppes, are strongly protected by several U. S. patents granted, and several U. S. patents pending. No other manufacturer can safely copy it. That's why no other Ice-Maker can measure up to it.

APCO's latest, improved Ice-Maker, now being shipped, is the only Ice-Maker backed by experience, already proven in use on thousands of locations.

- It assures a constant supply of highest quality ice.
- It utilizes its own compressor in a two-compressor system for maximum efficiency.
- It operates in conjunction with pushbutton post-selection service, a dry refrigeration system and an evaporator, to dispense a *quality*, cold drink that *stays cold longer*, a sanitary drink, a true-flavored drink without stale-ice taste. And you can forget forever the frequent service problems of wet refrigeration (sweet-water bath type).

Unless you are operating a Soda-Shoppe you cannot have all these features. Let APCO SodaShoppes give you all the profit-making potential and ease of servicing available to you today!

**APCO SODASHOPPES WITH ICE-MAKER
ARE AVAILABLE IN 3-DRINK, 4-DRINK
AND 6-DRINK MODELS**

APCO CoffeeShoppes and SodaShoppes have been examined for compliance with the United States Public Health Ordinance and Code and have been awarded a letter of compliance under N.A.M.A.-A.M.H.I.C.

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Remember, every APCO
SodaShoppe uses the modern
DRY-REFRIGERATION SYSTEM.

A Subsidiary of Continental Vending Machine Corp.
The World's Foremost Pioneers of Automatic Vending Equipment
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mail this coupon today for the full story on the complete Apco line!

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WELCOME TO MONTREAL....

BEST WISHES TO ALL DELEGATES ATTENDING CANADA'S 1961 AUTOMOTIVE SELLING SHOW

**Plan To Visit
The Pepsi Booth
No 27**

***now
it's
Pepsi***
for those who think young



Appointments

The name "Vendex" is rapidly becoming known to the vending operators throughout Ontario. This fast moving, active company is the sole distributor in Eastern Canada for the well known Moyer and Diebel line of vending equipment.

Jerry Janda and Edmund Cashia, directors of Vendex announce the appointment of Fred Stickley as general

manager. Fred, up to a short time ago was salesmanager. He is well known to vending operators in Ontario and he says, "In the Moyer and Diebel line the operators are getting dependable, efficient vending equipment, manufactured in Canada to Canadian standards. The newest unit in this line is the Kold Klub which is now on display and looks like a real winner.

It rounds out the drink vending line of Moyer and Diebel and with the Koffee Klub and Hot Tot assures us at Vendex of a line for which there will be a mounting demand. All operators are invited to drop in to the Vendex showrooms when they visit Toronto to see these Canadian products and learn of the prices tailored to fit individual budgets!"

EDMUND CASHIA



FRED STICKLEY



JOHN QUINN



FUTURE IS CANNED

If past performance is any guide then 1961 sales of canned soft drinks will exceed all previous sales and production records. In the U.S. the total canned soft drink sales in 1960 exceeded 811,900,000 cans and sales increased by 49.6% the largest annual increase ever recorded. The 1958 volume was 405,000,000 cans so that in two years the output of canned soft drinks jumped by 100%. There is no doubt of the consumer acceptance with recorded sales growth of this volume.

All merchandising methods are participating in the growth picture. The canners are pleased with the enthusiastic reception of all cans by the chain stores, in-plant feeding operators and vendors. The cans are steadily replacing bottles in vacation areas, particularly in the clubs, marinas and picnic areas.

Pointing to the successful use of the metal can as one of the most significant technological advances in the soft drink industry within the last 10 years, Charles Grier,

director of quality control for Dr. Pepper Company comments, "The development of the carbonated beverage can has undoubtedly been a monumental effort on the part of those persons charged with the development of this package. The problems which had to be overcome were tremendous. The rapidly increasing market for this container, however, stands as a tribute to the work that was accomplished in this area. I am sure improvements will continue to be made."

Can Vendors Best For Bowling Alleys



Dr Pepper Cans Top-Sellers

Leland Gerdes, Dr Pepper Bottling Co., of Chickasha (Okla.), shown here reloading one of his new can vendors, reports: "This one located in a bowling alley outsells all other brands of soft drinks in the outlet." PS—Stockholders' report for 1960 notes that Dr Pepper canned carbonated beverage "sales more than doubled."

Pepsi-Cola Beverages In Florida In MiraCans



Miami A Big New Market

Early last year the Pepsi-Cola Bottling Co., Miami, Fla., first tested its canned beverages at Key Biscayne Island. The test proved a success. Now, company executives report selling canned Pepsi in Miami supermarkets and soda fountains (above). Miami Pepsi-Cola firm plans an "all-out push on cans this summer" of 1961.

Coca-Cola In Cans On Top Of The World



2,700 Mile MiraCan Airlift

Add a first for Coca-Cola in sparkle-sealed, flavor-locked MiraCans! Coke in cans is now sold to customers at the U. S. Weather Station at the North Pole—exactly 2,700 miles from the canning plant operated by the Coca-Cola Bottling Company of Rhode Island in New Bedford, Mass. "It's a big morale builder," say these men.

New Can Markets Developing In Britain



6 Flavors In Flavor-Locked Cans

Overseas consumer markets are fast becoming important canned soft drink markets! The good news from British canners is that these flavors and brands have been selling for more than a year now: Sparkling Tango Orange and Bitter Lemon—Ben Shaws Suncharm Bitter Lemon and Orange—Beach's Orange and Schweppes Bitter Lemon.

Continued on Page 46

↓ Guest Speaker—Texas State Bottlers' Meeting

QUOTE—"I'll make no bones about it. If you are looking for a soft drink container that **completely** complements your present line of economical, returnable containers . . .

"If you are looking for a container that offers you the **greatest** opportunity to expand your distribution and modernize your product image . . .

"If you are looking for a container that doesn't fight other containers in your marketing mix—that

will work hand in glove with your regular line—that will help you fill the wants of both your trade and consumers willing to pay **extra** for 100% convenience packaging . . .

"That container is the no-deposit, no-return, non-breakable, truly convenient metal can—the modern miracle of packaging convenience for the soft drink industry and its customers—the sparkle-sealed, flavor-locked **MiraCan**."



J. Whitney King
CANCO



George W. Gryson
CANCO

Guest Speaker—Louisiana State Bottlers Ass'n ↑

QUOTE—"I sincerely think it is worth repeating: Soft drinks in cans are your real key to the new convenience packaging market. Cans are easier to pack, stack, store, ship, carry and to **DOUBLE-UP** in the family food chests and home refrigerators.

"The can, our scientifically structured **MiraCan**, was specifically designed to do this. The can makes these trade and consumer benefits available in greater quantity, and with more production and

distribution efficiencies than any other container used by the industry today.

"The can was designed to increase, expand, widen the market for your carbonated beverages. It is as simple as that. And it is doing it, too!

"It is comforting to realize that the great American consuming public is behind you all the way. The demand for 100% **convenience containers** is a powerful, growing, marketing force."

➡ PRODUCT NEWS

Avenco Diet Vender

Avenco now offers vendors a machine to capitalize on the current emphasis on diets. The new unit, called the Dietary Drink Vender, uses a dry brand of product, such as Metrecal, in bulk form and offers two selections of chilled drinks. Each drink is whipped for thorough mixing and a foamy "milk shake" appearance. Avenco Sales Manager Robert Graham said each drink is "delicious, nutritious and low in calories" (225 per drink).

Vender has 200-cup capacity, accommodates either 9 oz. or 10 oz. cups. Machine is comparable in size and appearance to Avenco's 250 Compact Coffee-Chocolate Vender, with dimensions of 20 in. wide and 56 in. high.

Dietary Vender features totalizer which accepts nickels, dimes, quarters and allows instantly changeable price settings. Field-tested with reportedly excellent results, the machine is said to be simple to operate, rugged, dependable and compact.



More information and prices from Avenco,
c/o Ron Kane, St. Catharines, Ont.

ROBERT GRAHAM, sales manager, and GIL TOTTEN, president, sample chilled drink dispensed by Avenco's new Dietary Drink Vender.

Announcing...

**STARTLING NEW VENDING
PRODUCTS AND EQUIPMENT**

FOR A DEMONSTRATION AND ALL THE DETAILS
VISIT BOOTHS 3 AND 4 AT THE SHOW

See Them! Try Them!

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Automatic Cafeteria

EQUIPMENT AND SUPPLIES

P.O. Box 691 - St. Catharines, Ontario.

STORY BEHIND CHOCOLATE PRODUCTS' DUTCH MILL FLAVOURINGS



"Sometimes I think that perfecting a chocolate syrup or powder for vending machines is just about on a par with developing a space rocket... or maybe a bit tougher". So speaks Ken McPhee, General Manager of Chocolate Products Limited... not entirely in jest, and certainly not without considerable experience in the manufacture of chocolate flavourings.

Chocolate Products, which (elsewhere in this issue) announces its new trio of DUTCHMILL vending chocolate powders, has been producing both syrups and powders for the automatic vending trade since its inception in Canada. (And, in addition to the several types of chocolate flavourings, the company also markets fruit-flavoured syrups and concentrates under its Stubby soft drink label).

"The difficulties", McPhee says, "are two-fold. Firstly, there's been continuous development and improvement in the machines themselves, which, of course, is all to the good. But every time a new machine is introduced, we have to turn around and make changes of one sort or another in our products, to meet a new set of requirements."

"Secondly, the varying conditions under which vending machines are expected to perform perfectly means that our flavourings have to do much more than you might think. The taste, of course, is still primary... and we're giving people what they want

on this score. But our syrups have to flow as well at room temperature as they do under refrigeration. They have to be made with preservatives that protect them against spoilage, yet in no way interfere with their other essential properties."

In addition, as Gordon Hemming, Chocolate Products' sales manager, points out, his company's syrups and powders must have superior suspension performance... so as not to 'layer-out', no matter how often or how seldom a particular machine is used. Then, too, since some machines simply add water, where others throw sugar, milk and chocolate powder separately, there must be two completely different kinds of flavouring. And both must produce the

same well-balanced and delicious finished drink.

To make things even more demanding, there remains the over-riding necessity to conform to the economic facts of life in the vending trade. Nowhere is the costing more closely watched. "Fractions of a cent are always significant", McPhee notes, "so we're constantly making product improvements in such a way as to keep prices at a level that permit vendors reasonable rewards from their machines".

"Chocolate Products' new-announced DUTCH MILL powders (and its well-established Regal Syrup)... produced in the company's bustling new plant in Toronto's suburban Etobicoke Township... conform to every one of the requirements mentioned above, and embody probably the finest choice in chocolate flavourings for vending machine operations the company has ever offered.

Like all Chocolate Products' flavourings, they are the result of continual laboratory research and development, and are subject to rigorous and never-ending quality-control analyses.

"We didn't coin the old
Continued on Page 52



JIM WHYTE FIELD TESTED and PERFECTED



**diet-pak
COFFEE**

**ESPECIALLY FOR
FRESH BREW VENDING**

A GRIND TO SUIT YOUR MACHINES,
SINGLE OR BATCH, ANY MAKE OR MODEL

**A COFFEE TO REALLY SATISFY
YOUR CUSTOMERS**

It's Easy To Be Sure, Get The Best!

GET diet-pak

ONLY FROM

R. B. HAYHOE & CO. LIMITED

1381 Castlefield Avenue, Toronto 19, Ontario

"Best Coffee

IS OPERATORS' COMMENT ON



Ask operators who have been looking for the best fresh-brew coffee at the lowest cost per cup . . . and found the answer in Bally "661" and "662" Venders. They all agree Bally Venders deliver the best cup-at-a-time coffee ever brewed . . . cup after cup constantly equal to finest restaurant or home-kitchen coffee in flavor, aroma, strength, body and clarity.

Ask for complete specifications on "661" with 450 cups capacity, choice of all dry ingredients or with refrigeration for fresh dairy cream.



Bally "661"

450 CUPS CAPACITY
CUP-AT-A-TIME BREWER



BALLY VENDING CORPORATION REPRESENTED IN CANADA BY

ever brewed"

NEW *Bally*® VENDERS

New compact "662" . . . with 200 cups capacity . . . all dry ingredients and requiring only 21 in. by 21½ in. floor-space . . . enables you to add new coffee-break locations to your operation by serving spots not adapted to big volume equipment. Countless small or medium volume locations welcome "662" when they learn that "662" actually vends real coffee, freshly brewed one cup at a time . . . and creamy whipped hot chocolate. "662" is also ideal for extra capacity in locations already served by larger equipment. Low investment, small space and lowest operating costs permit you to move "662" into locations you are now passing up . . . earn money you're now missing . . . build up your business by serving all types of locations. Write today for complete specifications and prices.



Bally "662"
COMPACT
CUP-AT-A-TIME BREWER

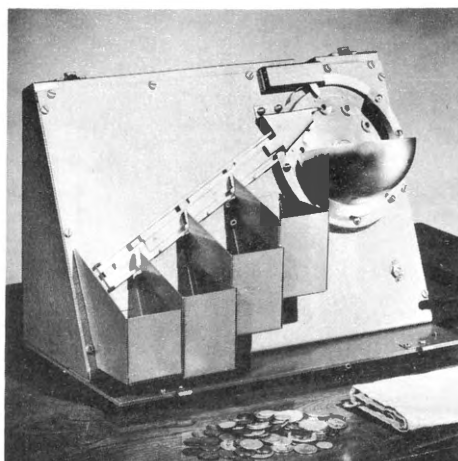
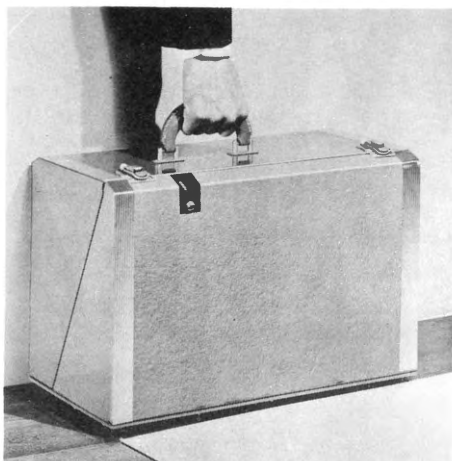
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GENERAL AUTOMATIC EQUIPMENT
CO

4022 DUNDAS ST. WEST, TORONTO, ONTARIO

• PHONE ROGER 2-7266-7

PRODUCT NEWS



NEW PORTABLE ELECTRIC COUNTER - SORTER BY STANDARD CHANGE-MAKERS CARRIES LOWEST PRICE TAG

Standard Change-Makers, Inc. has announced the immediate availability of a new portable counter-sorter. Designated as Model CS-100A, the retail cost of \$199 makes it the lowest priced, electrically-operated counter-sorter on the market. One of the design improvements is a new and specially designed motor. The Standard Change-Makers' counter-sorter was first introduced in 1959.

Chief product features are: 1) unique design, it both counts and sorts; 2) portability, it weighs only 27 pounds, and 3) low price. These features are expected to produce even greater use of the counter-sorter by offices, churches, schools, branch banks, amusement centers, vending operators and small retail businesses.

The machine is designed for minimum maintenance. Other than the motor, the new model has only two moving parts, both made of durable metal. Overall size is 18" wide, 13" high and 9" deep.

By simply setting the counter, flipping the switch and pouring in coins, the machine automatically counts and sorts 15,000 coins per hour. The new counter-sorter handles 1¢, 5¢, 10¢ and 25¢ coins. Fifty cent coins remain in the hopper.

Separate sorting and counting operations provide an automatic check of the total.

Aside from its precision-

built compactness, the new machine offers maximum beauty with its Hammerloid beige finish and sturdy carrying case with leather counter-balanced handle. It operates on 100-volt AC, 60-cycle current. With an inverter, it may be used in an automobile or truck.

Standard Change - Makers also manufactures a complete line of manual and electrically-operated change makers.

For further information, write to Standard Change-Makers, Inc., 422 East New York Street, Indianapolis 2, Indiana.

Dad's Cookies

The people of Dad's have been making cookies for over thirty years. During that time the reputation of Dad's has grown as makers of top quality cookies.

Practically every Canadian is acquainted with Dad's Original Oatmeal Cookies, and many people are proud to say that they are weened on them. They remember them in the glass jars in restaurants, and although they are still being sold to restaurants, they can now be seen in very attractive gravity-fed dispensers.

Dad's is a brand that has stood the test of time, and often phone calls are received telling of the wonderment of people who have tasted that

same excellent Dad's Cookie flavour and crispness for many, many years.

It was inevitable that Dad's should add to their reputation for quality and this they did with the introduction of another flavour of Oatmeal Cookies and such taste tempting favourites as COCONUT, PEANUT, GINGER, CHOCOLATE CHIP and SHORT-CAKE.

However Dad's did not stop at giving the best quality of product; it wanted all consumers to be able to buy with the confidence that there were cookies that would really be fresh and crisp. To this end, all cookies are PACKAGED TO STAY FRESH in sealed cellophane envelopes, and it is Dad's guarantee that all his cookies will have that "I want some more" taste.

The foregoing means that Dad's Cookies are the best for your vending machines - the place where QUALITY is a must!

DUTCH MILL

Continued from Page 48

adage.. 'that which is good for everything is good for nothing'...but we certainly subscribe to it," says McPhee. We tailor each product we make as closely as we can to the specific needs of the buyer and the conditions under which it will be used. And because these specifications change as often as new techniques and new machinery are invented, we have to 'keep on the double', as it were, to keep ahead. And that's what we're doing. We're confident our DUTCH MILL products will prove to be popular with vendors everywhere."

THE CANADIAN

Vending
Magazine

is ESSENTIAL
To Your Business

WELCOME

BIENVENUE

CAMA DELEGATES



INTERPROVINCIAL VENDING PRODUCTS LTD.

BOOTH # 1

Rudd Melikian Inc. * Kwik Kafe Coffee * Conex Plastic Cups * Boweys Chocolate

LILY INTRODUCES CHINA-COTE PLUS

The greatest advancement in hot drink vending cups since the introduction of the China-Cote vending cup over five years ago, was presented to the American vending field at the N.A.M.A. show in Miami by the Lily-Tulip Cup Corporation. This cup created a real storm of interest with the amazing 10 second test and hundreds of operators at the show agreed that this was the vending cup of the century.

Named China-Cote Plus, the revolutionary vending cup is the industry's first successful application of a new development in which a flexible sheet of foam styrene is bonded to a sheet of paper. The result is a cup with a multiplicity of unique characteristics of particular interest to the vending trade.

Because of the exceptional insulation qualities of the polystyrene foam, China-Cote Plus provides the consumer with a hot drink vending cup which is safe and comfortable to hold, yet permits the dispensing of coffee



at precisely the correct temperature required for full-brewed strength. It allows just enough heat to penetrate to make the user aware that the drink is hot. Lily spokesmen report that this represents a degree of convenience and comfort to the consumer which is unattainable in any other hot drink vending cup now on the

market.

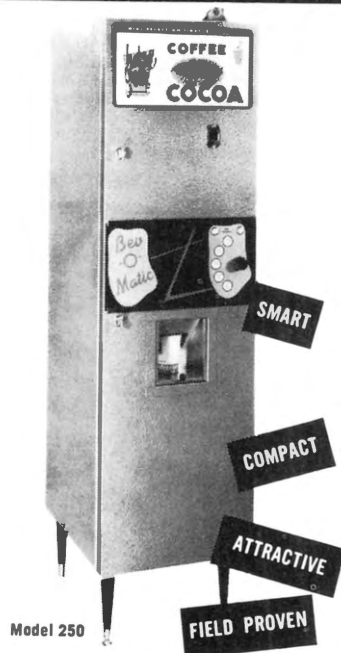
The method of utilizing the combination of polystyrene foam and paper gives China-Cote Plus lasting rigidity. It holds its shape even when filled with a high-temperature beverage, yet can be easily crushed and disposed after use. This dimensional stability provides sure vendability.

All drinking surfaces of the China-Cote Plus cups are completely lined, including the entire rim section to eliminate even the slightest possibility of "paper taste". The special lining used in the China-Cote Plus cups has a silver opalescence, which sets off coffee to its best advantage.

The demand has been terrific as you might well guess. It seems appropriate that Lily Cups Limited should put such an advanced cup on the market during the celebration of vending's 75th anniversary.

* * *

BEV-O-MATIC



**hot'n fresh
COFFEE
And Whipped
COCOA**

15½" W. x 20½" Deep x 58" High. 250 Cup Capacity. Gravity Water Tank. Separate Mixing Bowls. Available with Water Jug Attachment. Easily Serviced.



**FOR FULL INFORMATION
CALL OR WRITE**

K-W Vending Service
Box 221
Waterloo, Ontario

New Enterprise Born in Steam Bath



ERIC RAAMAT

A new Toronto manufacturing enterprise that promises to cut a broad swath through the high-stepping vending machine business was born in a Yonge St. steam bath.

It started with a business friendship between an Estonian immigrant who could hardly speak English and a Toronto businessman who was impressed with his knowledge of Finnish baths, electronics and mechanics.

Eric Raamat, the Estonian who swept factory floors 11 years ago, demonstrated his coin-operated detergent and bleach dispenser at the Laundry and Dry-cleaning association convention.

Production lines for the machine have been set up by Ted Richmond, president of Nortex Products Co., maker of chrome kitchen furniture and steel cabinets.

In Canada the machines will be distributed by S and R Laundry Products, owned by Raamat and Saul Sugar, who is president of AlSCO Products of Canada (aluminum windows, doors, extrusions, siding).

In the United States - the big market for coin machines - the dispenser will be sold through Nortex Products Inc., owned by Richmond. Richmond says the 11 1/2 per cent duty presents no obstacle to sales in the U.S. "We're shooting for \$500,000 worth of business there in the next 12 months," he says.

Nortex and S and R prin-

cipals see the Canadian market as an estimated 1,000 do-it-yourself coin laundries in Canada and 45,000 in the United States, and the thousands of apartment buildings in both countries. These laundries are in for a spectacular expansion period, they feel.

The trick of Raamat's machine is the ejector, which he says is fool-proof, and the tubular shape of the package. Inside the machine, the tube rolls into the action position without sticking or jamming as box-shape packages sometimes do.

And his machine will cost less and hold more packages in the same size cabinet, he says.

S and R intends to get a fast foot in the coin laundry door by offering to make a free exchange of one of their machines for the ones the stores are now using. Then they would have a captive market for the tubular packages of detergent and bleach which they will sell.

Lever Brothers has given S and R exclusive packaging rights in the coin laundry trade for the cylindrical package. And S and R in turn has agreed to distribute only Lever products.

Raamat was called in to redesign the steam heating system at a downtown health club when he first met Richmond.

Though he couldn't express himself well in English, he impressed Richmond with his mechanical ability and his knowledge of electronics. He accepted a job with Richmond and helped reorganize an electronics company which Richmond then sold for a profit.

When Raamat worked out his coin machine idea, he sold the patent to Richmond. Then he joined Saul Sugar of AlSCO as technical director for the distribution of the machines to the laundry trade.

VENDING'S PROBLEMS GROW WITH INDUSRY

Richard W. Funk who succeeded Herbert M. Beitel as legislative counsel for N.A.M.A., reports that 1961 is proving to be a record year for legislative problems as was forecasted.

Mr. Funk, who joined the N.A.M.A. on a full time basis on February 6th and was appointed to replace Beitel on February 20th, graduated from Yale University Law School in 1954 and and for six years practiced law in Chicago. He is a member of both the Chicago and Illinois Bar Associations and has worked in various legislative areas. He has an excellent background, which should be of great benefit to the vending industry and as Thomas B. Hungerford, executive director for N.A.M.A. said, "We are fortunate to have him with us".

In the quarterly review which has just been released, Mr. Funk shows that the bills laws and regulations affecting the vending industry are taking a new turn in the Sixties right along with vending itself.

Announcing that the N.A.M.A. legislative staff has reported to the members on almost 300 new bills in the first 90 days of 1961, (and acted on some 50 local legislative problems) Funk pointed to some new 1961 developments which, he said, could seriously affect vending if their present trend continues.

"Bills to restrict the operation of all or certain types of vending machines, or even to ban them entirely, are becoming more numerous this year," Funk related. "Growing out of resentment against automation, as well as concern over 'unattended' equipment which was first spotlighted in connection with coin laundries, so-called restrictive bills are now rivaling 'per-machine tax' bills in number".

Increasing attention to vending-public health measures on the part of legislators has been another re-

cent cause of more restrictive and tax-per-machine offerings, Funk stated.

"Other signs-of-the-times are increasing attempts to levy fees 'per-location' and to force listings of where machines are located," Funk reported. "The growth of multi-machine locations has inspired many such requests by legislators and officials".

"The increasing variety of



RICHARD W. FUNK
NEW N.A.M.A. COUNSEL

vendible products is bringing a different type of problem to us," he added. "Besides bills which discriminate against vending as a method of selling, new bills are also aimed at the product itself. Thus, we are confronted with both legitimate and highly unreasonable, discriminatory labelling provisions. Many of these are not necessarily in the public interest and will damage the progress of vending considerably, both at the product-machine manufacturer level and at the operating level," Funk pointed out.

Recent months also have seen many competitive restrictive proposals against insurance vending and against the coin-operated laundry and dry-cleaning business. All such measures can seriously hamper the progress of merchandise

vending, since they often incorporate restrictions against all vending, however unintentionally.

Excise taxes are increasing at the state level and more city-county governments are being granted the right to levy local taxes, especially on cigarettes and soft drinks, Funk reported.

While sales tax increases have not been alarming so far, Funk predicts a trend toward 4 per cent levels and enabling laws so that local governments may also levy taxes on sales.

"It is only natural that the further expansion of vending services should attract the revenue-minded tax-bill writers who somehow have to find the dollars to operate state and local governments. Joined by interests who consider vending a competitor to their own type of business, these forces can easily halt the progress which most of us foresee for vending," Funk said.

Vending executives should bear in mind especially that our companies already carry more than their fair share of community tax burdens. Those new trends will surely direct more demands our way, unless they are counteracted in advance by vending executives in every community, he pointed out.

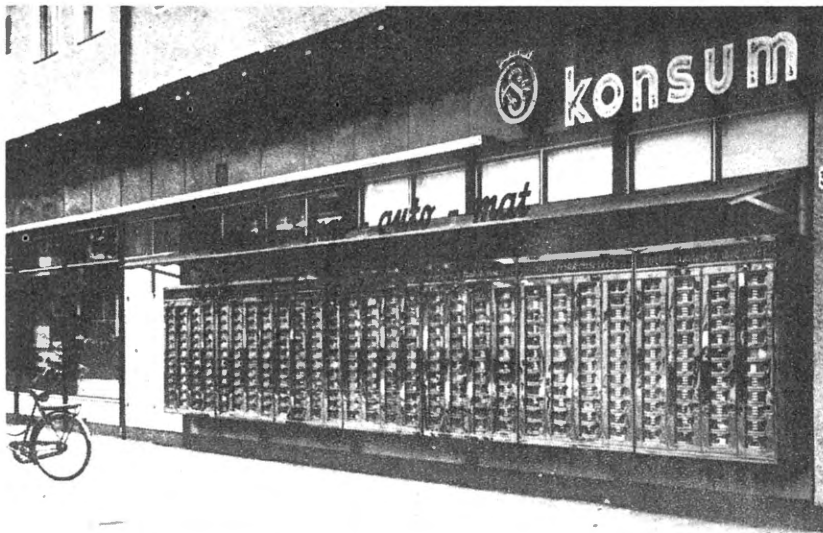
"It will take constant vigilance by members of our industry, greater emphasis on facts and figures about vending, and cooperative action through national and local groups to deal with these new legislative problems now arising," Funk concludes.



THE CANADIAN
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is ESSENTIAL
To Your Business



A STREET FRONT LOCATION IN DENMARK



LARGE SWEDISH INSTALLATION USING 69 MACHINES

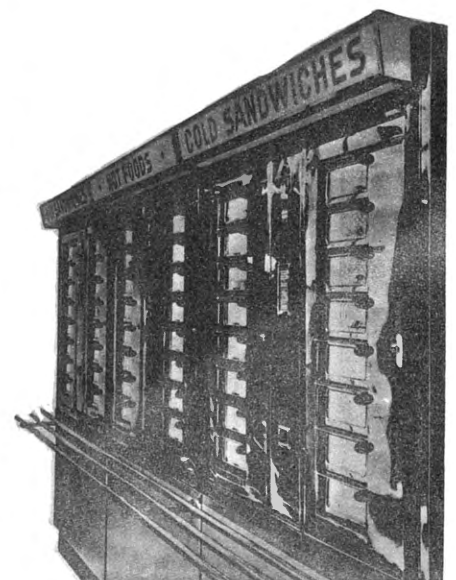


A TYPICAL WITTENBORG AUTOMAT FEEDING ARRANGEMENT IN THE NETHERLANDS.

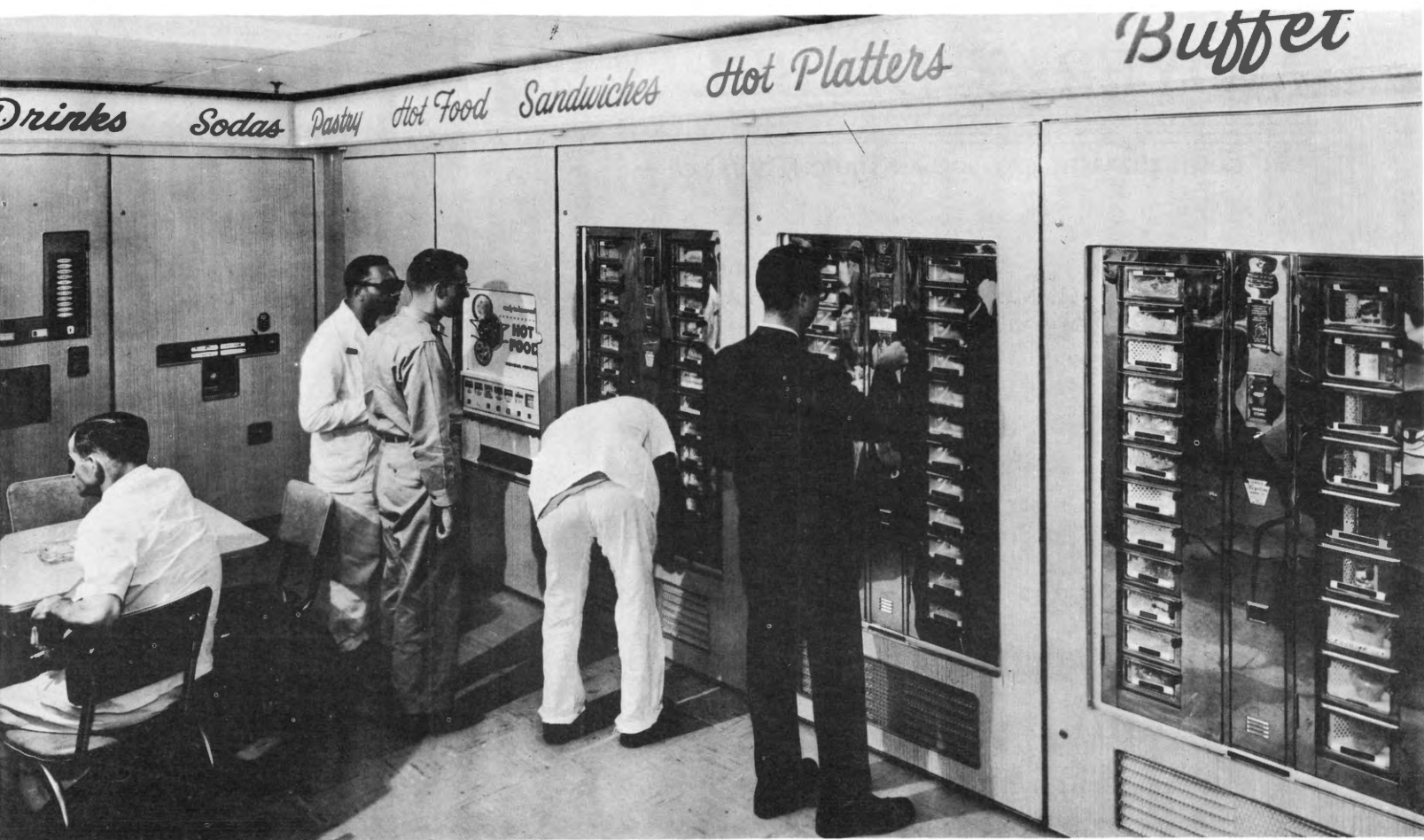
complete flexibility. The vending compartments can be changed in size both horizontally and vertically. This unique, three dimensional adjustability of compartment size makes it possible to vend up to 12 different items of many sizes and shapes at any one time. Imagine vending a candy bar and a bottled soft drink or a can of soup or a loaf of bread side by side! There are 25 price possibilities and both lines of machines vend items from 5¢ to \$1.25.

With the line already established and the continuing research and engineering improvement there is no doubt that Wittenborg's future is tied to vending. It already has the largest variety of machines available in the all-purpose vending field, with a range including, ice cream, TV dinners, milk-half pints to half-gallons, soft drinks in bottles of any size or in cans plus the conventional venders for in-plant feeding.

There are many points about the "400" to be remembered. Not only is it a beautiful machine with its gleaming front of stainless steel, but it has thermopane



UNITS WITH TRAY RAIL AND BASE.



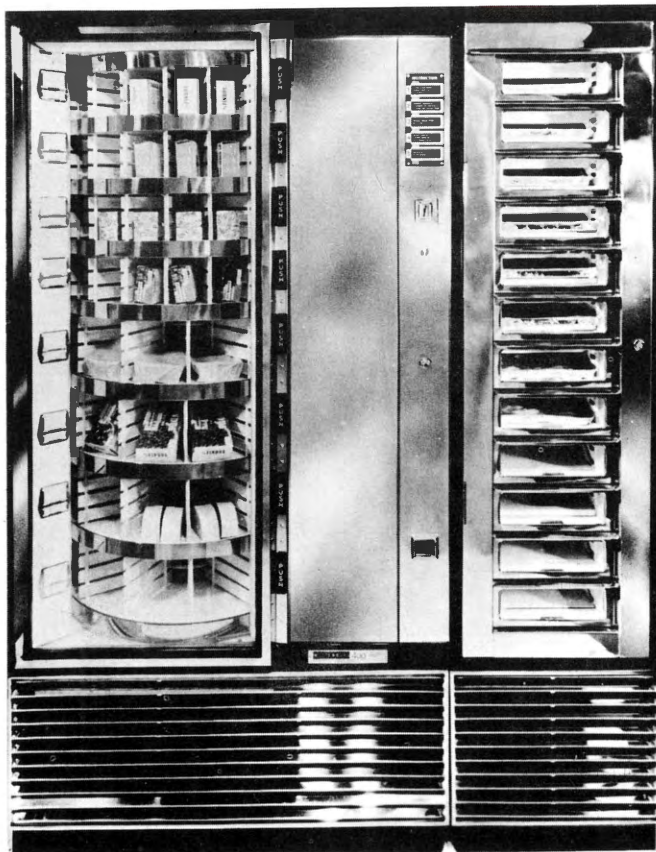
AUTOMATIC CAFETERIA SERVING A COMPLETE MENU INCLUDING HOT PLATTERS AT THE VALLEY FORCE ARMY HOSPITAL IN PHILADELPHIA.

glass doors composed of three panes of plate glass with vacuums between, solid quality and craftsmanship in its construction, convenient front or rear loading. This is a machine built to last and designed to adapt to changing needs and demands. This is tomorrow's machine available today with price changing as simple as a child's peg board, with the removable inside for thorough sanitation with ease. The machine with the most advanced concept and execution. The one machine which puts you into full line vending.

Wittenborg is doing its part in making automatic merchandising a universal mode of distribution. It is the intention to supply the Canadian market with these outstanding machines and while in Montreal for the Show, an effort will be made to find a Canadian representative.

'400' PLUS FULL-MEAL PLATTERS

An ideal combination for inplant feeding. All the capacity of a hot or refrigerated Wittenborg '400' plus 24 piping hot, full-size, compartmentalized tray dinners (available locally anywhere). Also sells 9" pies.



MOYER & DIEBEL *Metalcrafts* A CANADIAN *Limited* DESIGNING

QUEEN ELIZABETH WAY JORDAN STATION, ONTARIO

All Moyer & Diebel beverage machines are equipped with the SLANT SELECTION PANEL, for convenient use, and the Moyer & Diebel easy open "ONEHAND" cup station door.

KOLD

A New, Canadian Cold Drink Machine

For the Canadian Vending Industry. Incorporating, as usual in Moyer and Diebel equipment, many features valuable to the operator.

6 Selection Cold Drink Machine



THE "KLUBS"

COMPANIONS
--IN FINE DESIGN
--IN SUPERB QUALITY

9 Selection Hot Drink Machine

COFFEE
TEA
HOT CHOCOLATE

SPECIAL FEATURES for the operator

- *Variable Carbonation
- *Variable Mixing
- *Dispensing head refrigerated
- *Syrup tank quantity gauges
- *CO₂ loss only from tanks being refilled
- *Tanks suspended, easy cleaning

**IF YOU MAKE YOUR LIVING
BY SERVING CANADIANS**

OWNED COMPANY MANUFACTURING AND BEVERAGE EQUIPMENT SERVING OPERATORS FROM COAST TO COAST

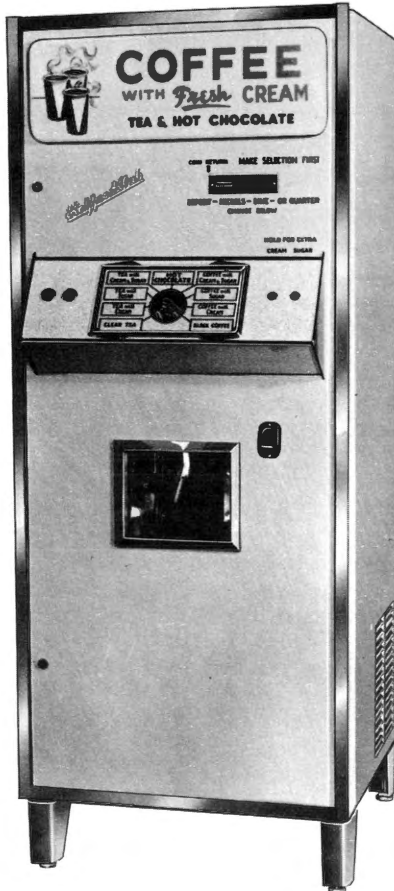
through

WORLDWIDE VENDING VENDEX CORP. LTD.

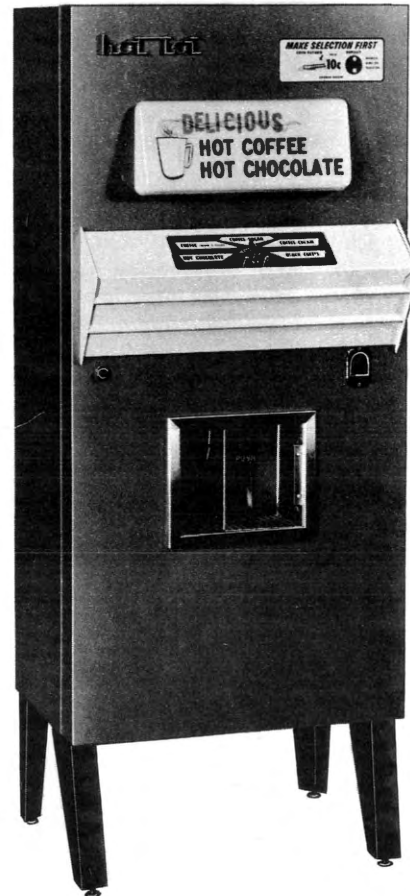
LTD. 162 Princess Street, Winnipeg 2,
Manitoba - From Port Arthur West.

1257 Queen Street West, Toronto, Ontario
East of Port Arthur.

KOFFEE



HOT TOT



SPECIAL FEATURES

for the operator

- *Separate mixing system for the chocolate
- *Chocolate Whipped
- *Fresh cream standard, powdered available
- *Extra cream and sugar controls

SPECIAL FEATURES

for the operator

- *Highly polished stainless steel mixing bowl
- *Whipped chocolate

THESE ITEMS:

ACCESSORIES: - ROTARY TRUCK SAFE
INFRA-RED OVEN - UTILITY TABLE

REDUCED IN PRICE AT THE SHOW

ORDERS YOURS MAY 26 - 27, 1961

IT MAKES SENSE TO BUY CANADIAN.

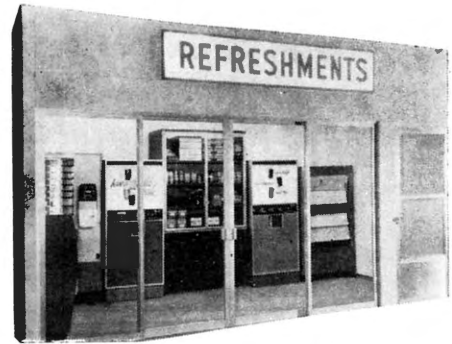
EXTRA PROFIT EQUIPMENT

Pre-fabricated Vend-Sell Building

Modern automatic vending machines provide profitable operation in refreshments, candy, pastry and other foods, plus accessories, newspapers, coin-wash laundry, etc. This prefabricated building will house several vending units and is designed to build traffic and increase profits.

- size — 16 ft. long x 8 ft. deep x 10 ft. high
- rustproof steel and insulated curtain-wall panels
- four sliding and one hinged door of glass and aluminum
- plastic illuminated sign 8 ft. long x 2 ft.
- diffused fluorescent interior illumination
- electrically heated
- prime coated ready for final painting

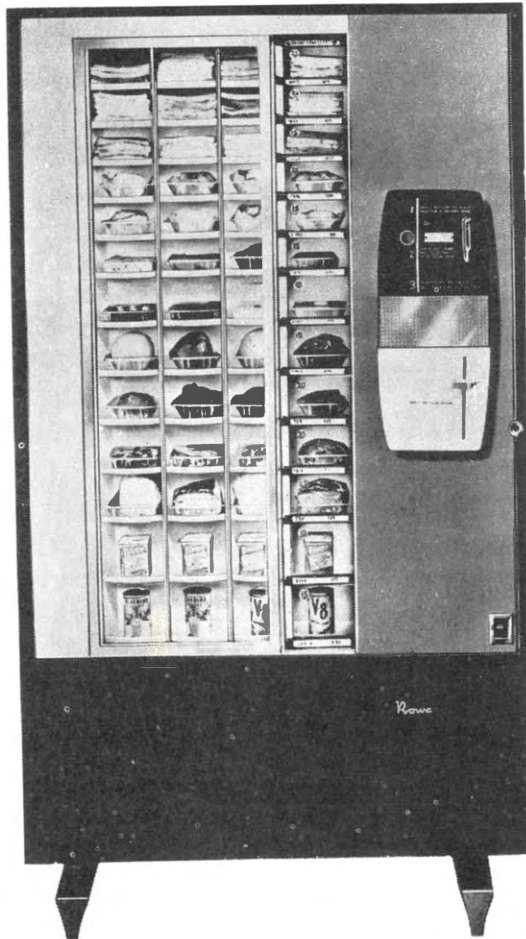
Manufactured by
Triple-A Manufacturing Co. Ltd.,
111 Manville Rd., Scarborough, Ont.



Food Salesmanship in VENDING

So much is heard today about complete automatic food service. Many have not yet had opportunity to observe location installations that are completely automatic and the last word in modern design. Architects, particularly, who are concerned over plans for automated refreshment and feeding service now have precedent to guide them in presenting this new feature of modern buildings to their clients.

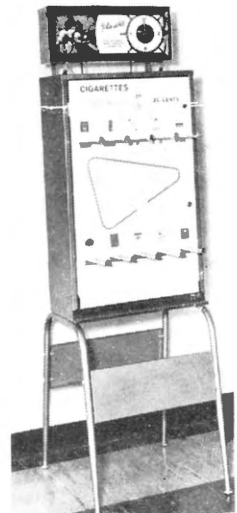
Rowe-Ami Sales,



Cigarette Vendor

This low cost unit will pay for itself in five months, if it sells 20 packages per day. Holds 120 packs and can be easily carried by one man. Mechanically operated, but available with electric sign and clock, if desired. Attractive, convenient, traffic building. 50" high, 19½" wide, 10" deep. Finished in bronze and buff baked enamel.

Manufactured by
Triple-A
Manufacturing Co.
Ltd.,
111 Manville Rd.,
Scarboro, Ont.



Hot Food Vendor: Stimulating sales with its product display front, this hot food vendor offers seven selections of hot soups, chili, hash, spaghetti, pork and beans, etc. It sells at three different prices from 15 up to 40c, automatically maintains food at its proper temperature, and continuously rotates cans in each column to guard against food separation. Rowe Mfg. Co., Inc., Dept. Inst., 31 E. 17th St., New York City 3.

CRISP, BRIGHT STYLING of Visi-Vend creates a cheerful area for dining wherever people work or play.

automatic practical and location!

Now with Vendo Visi-Vend you can offer locations a daily variety of favorite hot and refrigerated foods from appetizers to desserts. Your customers see the food they buy brilliantly lighted and temptingly displayed behind "see-thru" serving doors. Ten selections (5 to 30 items each) are individually priced—individually served—to satisfy every appetite, every budget.

Visi-Vend is available in three models: Hot Food, Cold Food, and the versatile all-in-one Hot 'n Cold Food. Each is styled and sized for easy in-line installation with other Vendo equipment. They may be loaded from front or back, allowing maximum flexibility in floor planning and grouping. Brightly lighted point-of-purchase signs, spotlighted vend compartments and back-lighted price and selection panels stimulate impulse sales . . . keep your volume high.

Ask your Vendo consultant about Visi-Vend. It's a great new name in automatic service for locations . . . a great new source of profit for you!



Distributed Exclusively in Canada
by

KELVINATOR OF CANADA LIMITED
1152 Dundas Street East
LONDON, ONTARIO



FRESHLY BREWED HOT COFFEE from Vendo's new Single-Cup Brewer keeps customers coming back for more at mealtime and "break" time.

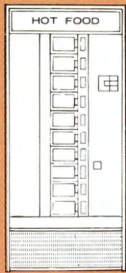


SPECIFICATIONS

	DIMENSIONS	UTILITY REQUIREMENTS	NET WEIGHT
1	35½" wide 31½" deep 79" high	115 Volts 1150 Watts	760 lbs.
2	35½" wide 31½" deep 79" high	115 Volts 8 Amps	800 lbs.
3	38½" wide 20¼" deep 79" high	110-120 Volts 9.4 Amps	445 lbs.
4*	35½" wide 21½" deep 79" high	115 Volts 7 Amps	575 lbs.
5*	35½" wide 21½" deep 79" high	115 Volts 8 Amps	545 lbs.
6	35½" wide 31½" deep 79" high	115 Volts 8 Amps	800 lbs.
7*	35½" wide 29" deep 79" high	115 Volts 20 Amps	700 lbs.
8*	31½" wide 17" deep 79" high	110-120 Volts .36 Amps	371 lbs.
9*	38½" wide 17" deep 79" high	110-120 Volts .45 Amps	393 lbs.
10*	38½" wide 17" deep 79" high	110-120 Volts .45 Amps	371 lbs.

*Available with automatic coin changer.

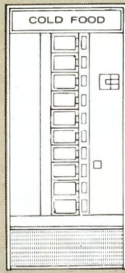
Write for complete details on these and other models of Vendo equipment.



1

HOT FOOD VISI-VEND

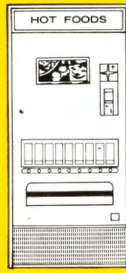
Serves up to 300 main dishes, side dishes and desserts; 10 selections.



2

COLD FOOD VISI-VEND

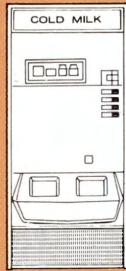
Serves 10 refrigerated food selections. Capacity up to 300 items.



3

HOT CANNED FOODS

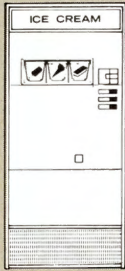
198 cans, 9 selections. Serves hot soups, meats and vegetables.



4

COLD MILK

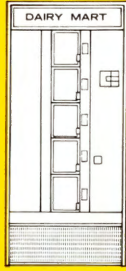
4 selections, 152 to 236 pint, ½ qt. and ½ pt. cartons; fruit or juices.



5

ICE CREAM

3 selections, 105-210 item capacity. Serves bars, cones, etc.



6

DAIRY MART VISI-VEND

5 to 10 selections of packaged dairy products—milk, butter, cheese.

INFORMATION

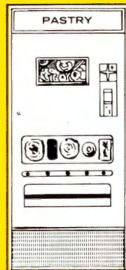
For complete details about Vendo-Stoner equipment, or automatic food service, please contact your Vendo consultant, or write to General Products Sales, The Vendo Company.



7

FRESH BREW COFFEE

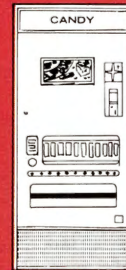
Serves real coffee 7 ways, plus hot chocolate. 600 to 750 cups.



8

PASTRY

5 selections. Capacity is 92 items. Vends rolls, pies, doughnuts, etc.



9

CANDY

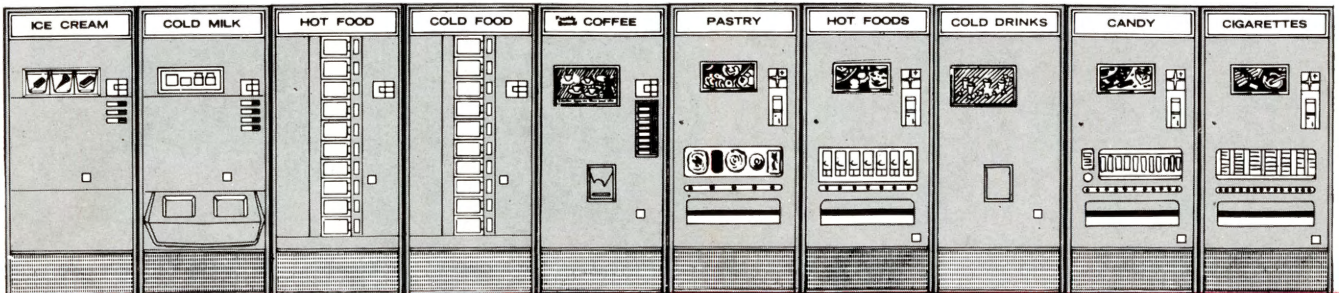
14 selections. Vends 386 confections, including gum and mints.



10

CIGARETTES

15-column selection. 520 packs, both king size and regular.



Vendo
MADE IN CANADA

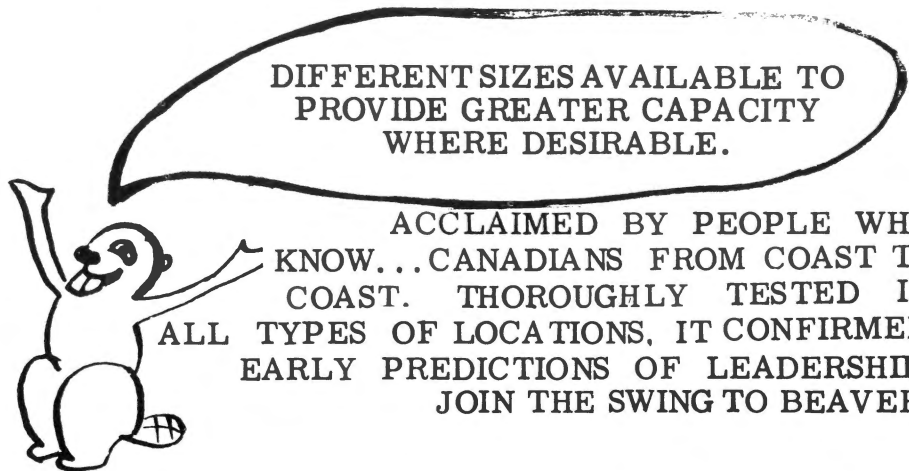
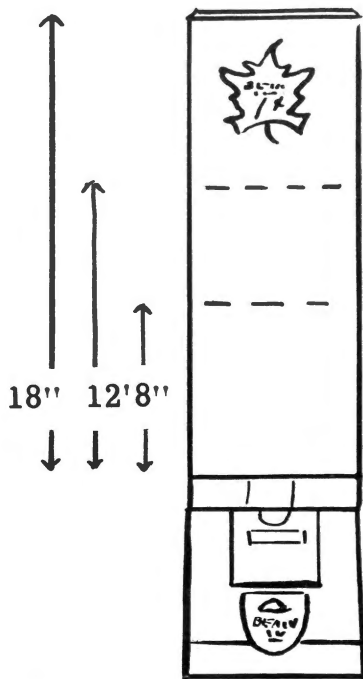
WORLD'S LARGEST MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT

Distributed Exclusively in Canada by

KELVINATOR OF CANADA LIMITED

1152 Dundas Street East - London, Ont.

For The First Time ...A Really **WATERPROOF** Vendor! Time Tested PLEXIGLASS Globe And All The Other Features Of The Brilliant Beaver.



ACCLAIMED BY PEOPLE WHO KNOW...CANADIANS FROM COAST TO COAST. THOROUGHLY TESTED IN ALL TYPES OF LOCATIONS, IT CONFIRMED EARLY PREDICTIONS OF LEADERSHIP. JOIN THE SWING TO BEAVER.

WHATEVER YOU WANT IN A VENDOR YOU WILL FIND IN THE COMPLETE BEAVER LINE

McPhail Vending Service
Ltd.,
1218-22 Eglinton Ave. W.,
Toronto 10, Ontario.

Please send complete
information on Beaver
line and complete line
of merchandise for Bulk
Vendors.

TO.....

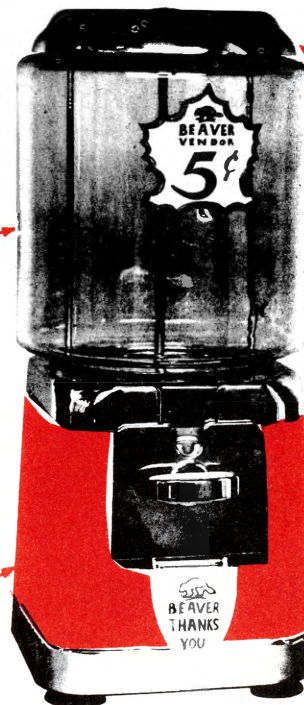
.....

.....

**LARGE
CAPACITY**
VENDS ALL PRODUCTS
NUTS - CANDY
BALL GUM
NOVELTIES
1c - 5c - 10c



**ALL NEW
IMPLEX BODY
NEVER NEEDS
REFINISHING**



**SPARKLING
TRIPLE CHROME!**



**MOST VERSATILE
MACHINE IN THE
INDUSTRY**



Now Available

ALL NEW
REMOVABLE CASH BOX
FOR
BEAVER OR ACORN
EQUIPMENT

MANUFACTURED IN CANADA AND DISTRIBUTED BY

McPhail Vending Service

LIMITED

1218-22 Eglinton Ave. W.
Toronto 10, Ontario.

Buy ACORN for your PROFIT LINE

"ACORN"

All Purpose Vendor

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise, including beads. Guaranteed mechanically perfect — the one machine with virtually no depreciation. Today's Acorn looks the same as the original.

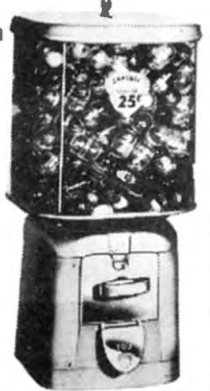


ALL OAK MACHINES ARE
EQUIPPED WITH 1¢, 5¢, 10¢
& 25¢ COIN MECHANISMS OR
COMBINATION 1¢ - 5¢ COIN
MECHANISMS AND
OPTIONAL SLIP CLUTCH
HANDLE

Capsule Vendor

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.

OAK "400"



**Time payments available on
Oak machines through all distributors.**

Available at all our offices

LARGEST CAPACITY -
VENDS ALL PRODUCTS - NUTS - CAPSULES - BALL GUM

SIEGEL DISTRIBUTING COMPANY
LIMITED

637 YONGE STREET — WA. 1-8944

DOUBLE your Sale\$ **DOUBLE** your profits

Standard of quality the world over ...



BALL GUM

210 COUNT

CENTURY 100 COUNT

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NOW...from CHOCOLATE PRODUCTS...



**THREE CHOCOLATE-FLAVOURED
VENDING MIXES**

"EZE-WIP"

Made expressly for whipping machines. Here is a complete chocolate powder with milk solids included. Just add hot water.

THROW: 22-24 gms/7 oz. drink

"STANDARD"

When cream and sugar is thrown, this richly flavoured chocolate powder provides an excellent full-flavoured drink.

THROW: 14 gms/7 oz. drink

"FLAVO-FUL"

Where highly concentrated chocolate powder combines with a cream and sugar throw, here is the economical and adaptable favourite.

THROW: 11 gms/7 oz. drink

"REGAL CHOCOLATE SYRUP #150"

For syrup-type machines, here is a proven product that resists spoilage. Result . . . less waste . . . more profit.

Chocolate Products Limited has been furnishing the finest in chocolate flavourings to Canadian dairies and ice cream manufacturers for more than 3 decades . . . as well as STUBBY fruit flavourings for carbonated drink bottlers.

Head Office & Laboratories
Box #235, Toronto 18, Ontario



Look for the Chocolate Products Limited Booth at the Canadian Automatic Merchandising Exhibition at the Queen Elizabeth Hotel in Montreal, May 6 and 7.

BOOTH #22

Telephone
Clifford 9-4237



Toronto models Joan Cox and Judy Welsh hold up the "Best Selling Display Award" which Caddy Plastics won over a field of 260 exhibitors. CRA President John Cheshner is the man surrounded by beautiful things while Jules H. Schwartz president of Caddy Plastics looks on.

Caddy Plastics Ltd. won the "Best Selling Display Award" at the recent Canadian Restaurant Association Show in Toronto. Judy Welsh, Toronto model and Fred K. Starkman vice-president and secretary-treasurer of Caddy Plastics hold a stack of caddy cups beside a Vendomatic Tropic hot drink machine.



Judy Welsh beams approval as she tries a cup of coffee from the new Caddy Cup.

NEW VENDING CUP

What may be the largest plastic cup manufacturing plant in North America is now readying itself for full production in Weston, Ont., and plans to produce approximately 25,000,000 cups a month by this summer.

Jules H. Schwartz, president of Caddy Plastics Ltd., the fledgling company that produces "Caddycup" containers, says he anticipates the product will eventually command one-fifth of the Canadian market.

"The main reason for this," he commented, "is their unique design". "Only pure styrene plastic is used and the cup is corrugated". He explained that this does

away with the taste of dye often experienced by coffee drinkers using colored plastic cups, and enables them to hold boiling hot coffee without burning their hands.

"By mass production methods, we can undersell paper cups, or at least be competitive," added Fred K. Starkman, the company's secretary-treasurer.

Producing "Caddycups" for a fraction over a cent apiece, the operation at present is marketed through five distributors covering southern Ontario and Quebec. They include: Sterling Paper Products Ltd., Toronto; Steel City Paper Products, Hamilton; Seabrook-Harris Co.,

TRENDS

Continued from Page 6B

again, because this situation has improved to the point where cooperation is excellent.

Aside from this, the essential things about packaging for automatic vending machines is that it provides protection for food to preserve sanitation, avoid spoilage, and retard staleness. Of course, even with the best packages, there are some tricks that must be learned. When using moisture-proof saran for wrapping sandwiches, the operator learns that he must use slightly hardened bread so that the product will not become too moist in the machine. The saran is excellent for this job, but operators must know how to use it to best effect.

There are numerous past examples of packaging improvements that have helped automatic vending. For instance people hesitated to buy coffee in a paper cup a few years ago, because it was likely to taste more like coffee. This has been overcome by the plastic-coated, heat-resistant paper cups used today for coffee and other beverages. The future will see vastly improved and less expensive versions of the paper-plastic cup - maybe eventually, coffee containers of pure plastic, though the paper converters will continually improve their products to combat this.

Not only the package-makers, of course, but also the vending machine makers constantly experiment with many different types of packaging materials. These range from foil combinations of foil and of foil with plastic, to "see-through" plastics such as saran, which has proved most successful. A bright and eye-catching package will certainly increase the impulse sales of goods.

Many new materials are being produced to meet new packaging needs. The newest entry into the field is polypropylene, which is just now becoming commercially available and will give the older films tough competition. It is both tough and temperature-resistant, flex-

ible and clear. It is too early yet to tell what inroads it will make into the market now enjoyed by other films, but the name - polypropylene - is one to keep in mind.

In the packaging field, they are also coming up with laminates, their version of blends, which offer wider and wider ranges of desirable properties. For instance, a laminate of polyethylene and cellulose film can give many of the advantages of both materials. A new laminate of plastic on paper produces a cup that holds a hot beverage perfectly, and provides enough insulation to keep the cup cool to the touch, while the beverage stays hot longer than before.

With all the chemical developments, the papermakers are not lagging behind. A new type of paper is flexible in both vertical and horizontal directions, and is now being used to give added strength to the big bags used for fertilizer, flour and so on; it may well be adapted to use in smaller packages which must undergo especially rough handling and stay intact.

A problem of waste will probably always be with us, but it will become less and less important as research and product improvement give us better packages. An idea for the near future is a machine with a freezing unit in which food can be kept until selected by the customer, then thawed and cooked with great speed. This would practically eliminate both stocking and spoilage problems.

Ideal Venders Moving

Moving seems to be the order of the day for the Ideal Venders plant as they are now transferring to the new \$400,000 factory on Dundas St. West.

Practically all the machinery has been moved and is now in the process of being put into operation. A considerable amount of material still is to be transferred but it is hoped that the plant will be in operation very soon.

The company will continue to turn out a steady stream

SIEGEL ENTERPRISES INVITE

All automatic vending machine operators attending the Canadian Automatic convention at Queen Elizabeth Hotel on May 25th to 27th to drop into their hospitality suite.

of the various vending coolers they supply to users in all parts of Canada.

They also hope to introduce very soon a shopping bag vending machine which will be used by a number of the larger chain stores. This machine stores shopping bags and when a purchaser places a nickel in the coin slot a shopping bag will be issued to him or her.

With the introduction of the new VH 32 Tropic Hot Drink Machine, Vendomatic presents a truly new and advanced concept in automatic vending. This new principle of "spin-mix" vending works on the theory of centrifugal action to completely eliminate flavor transfer. Spinning at over 3,000 rpm the newly designed centrifugal mixing bowl swirls a film of water over the complete bowl surface as ingredients fall into the bowl. Coupled with a controlled flushing action, this system eliminates ingredient build-up that causes flavor transfer.



A Modern Link

between Player's and the public is the automatic vending merchandiser. We value this association and extend our best wishes for a successful Convention and continuing good business in the year ahead.



IMPERIAL TOBACCO COMPANY

Manufacturers of *Player's* CIGARETTES

Announcement



Fred Allen who is well known to all vending operators across Canada, was elected Vice President of Coca Cola Limited as of the beginning of May. This is a well earned step up for Fred and his many friends across Canada congratulate him on his promotion and wish him well in his new position.

Canadian

Vending

Magazine

HAS TELEPHONE AND PAGING
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All Phone calls or messages for the representatives or exhibitors at the Show will be taken at our Booth No. 17 and announced over the Public Address System which we have installed throughout the exhibit area.
Have your office keep in touch with you through our paging service.



London, Ont., which covers southwestern Ontario; Loebe & Sons, Ottawa, and Acme Paper Products, Montreal, Quebec.

Distributors then sell directly to jobbers, who in turn sell to vending trades, restaurants and mobile caterers.

The cups are manufactured in Caddy's 20,000 sq. ft. plant by a machine considered in its field as being two-years ahead of anything else in the world.

Fully mechanical, with no hydraulic devices, each machine assembled to Caddy specifications by a local manufacturer here has an output of 1,000,000 cups a month. It is so designed that any faulty component can be removed and replaced immediately thus cutting "down time".

Caddy is presently awaiting shipment of more machines to bring their installation to full 25-machine capacity. The existing plant has ample space for a total of 35 machines, standing five feet tall, nine feet long



and three feet wide. Anticipating expansion in the near future, it also holds a two-year option with owner-builders Wingold Construction for an additional 20,000 sq. ft. area, not yet built.

Fred K. Starkman and Jules H. Schwartz proudly hold up the plaque won for their outstanding display of Caddy Cups.

* * *

TO ALL VENDING OPERATORS:

If you are concerned about making your Route-System or your Check-Out System as foolproof as possible against tampering with collections or possible money shortages on collections please write and tell us about your requirements.

We have two mechanical systems about to come on the market. The more we know about your problems the more effectively we can get our message across to you when you may need it most.

We are not talking about our Coin Counters and Sorters that serve a great many Operators across Canada. Our new units will either supplement or change your existing operation.

May we hear from you?

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E. A. Horton Sales Ltd.,
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PROCESSORS AND PACKERS OF
PEANUTS AND NUTS OF ALL KINDS
CHOCOLATE COATED NUTS, UNDER THE



For vendors we have a special economy pack, upon request samples and prices will be submitted.

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PROFITS FOR YOU
WITH THE . . .**

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**ATTRACTIVE
DESIGN**

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**BUILT FOR MORE
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**HIGHER PROFIT
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Gold medal brings back big profits to Popcorn Vending. You save on original equipment, containers, service, and repairs. You can even save on supplies and pre-popped corn. Get Jet-Age engineering at pre-war prices. Make 2¢ more profit per sale by using low-cost containers.

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spected name in the Concession Industry.

PRODUCT NEWS



Ekco Products Co. employee puts the first Metrecal machine to the test. A product of Interstate Vending Co., Chicago the new machine was created to fill the demand for a quick lunch for dieting industrial or office workers. Under a dispensing agreement between Interstate and Edward Dalton Co. a division of Mead Johnson and Co. an eight ounce can is available in a choice of vanilla, chocolate or butterscotch and is vended at 40 cents.

Good News For Dieters

Many people have been watching their weight or trying to reduce by one means or another for years. Lately the calorie counters have had a choice of different weight control products such as Metrecal but they have been available mainly for home use. Now, with the new machine put out by Interstate Vending to sell Metrecal, it will be possible to have such products while away from home. In large installations and locations where a number of the staff may be conscious of calories such a

vending machine should prove very popular. Automatic Canteen plans to vend Metrecal nationally because they consider it is a product wanted by people across the nation and they anticipate it will become a standard vending item.

Other types of machines on the market can be used to vend this or a similar product. The Wittenborg machine has already been used and carton milk machines can vend the product when it is put up in cartons.

TESTED... DEPENDABLE MONEY MAKING **LOCATION OPENERS**



MODEL 1V1-1300

260 Squat Cups
5 1/2 lbs. Roasted Coffee - 4 quarts Fresh Cream
5 1/2 quarts Sugar - 8 lbs. Chocolate
Positive displacement self-cleaning single brewing chamber.

MODEL TRLB
600 Squat Cups or 750 Slim Taper Design Cups
9 - 10 Cup Per Brew Cycle Recommended
Vends Coffee - Hot Chocolate and Soup

Both of these outstanding coffee vendors brew fresh roasted coffee. With them you are assured of the perfect vending combination - trouble free performance and customer satisfaction. Add both of these location openers to your line.

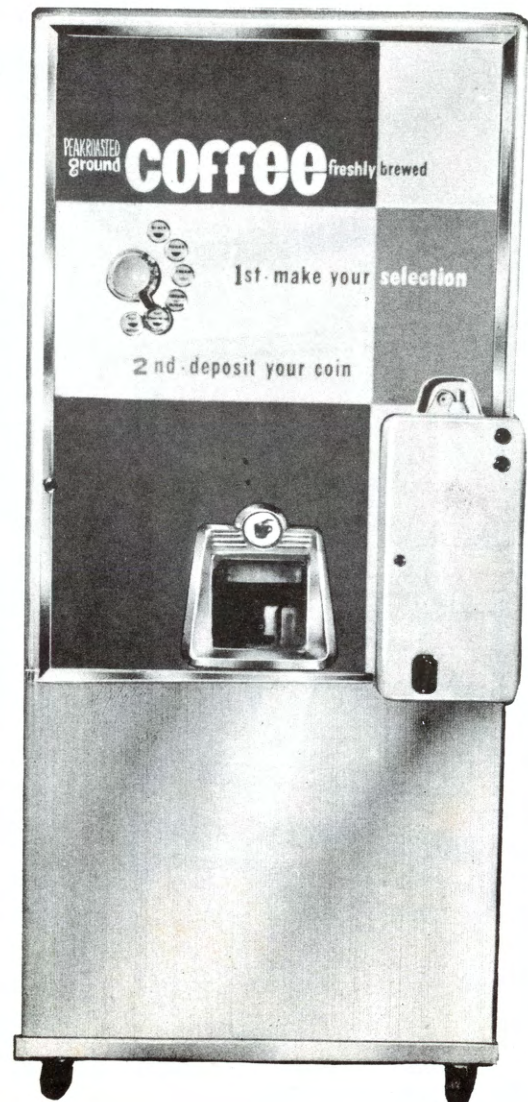
FRESH BREW
SINGLE CUP
COFFEE VENDOR
HOT WHIPPED
CHOCOLATE

1V1-1300

F.I.F.O.*
First In ... First
Out Refrigerated
Fresh Cream System. No Waste.

*Dispenses
Cream from
original dairy
packaged containers,
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bottles.

*First container
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Positively prevents
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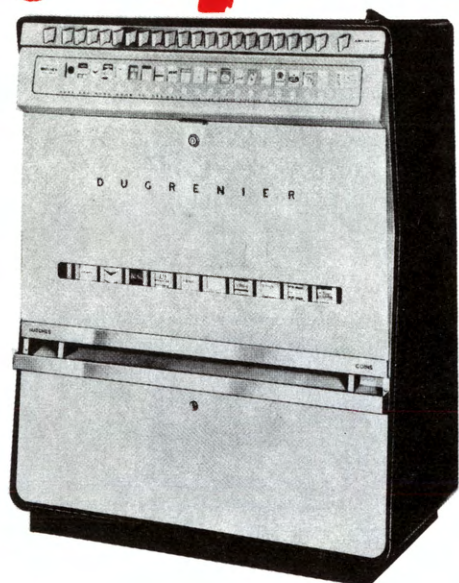
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Console 16 **DUGRENIER**
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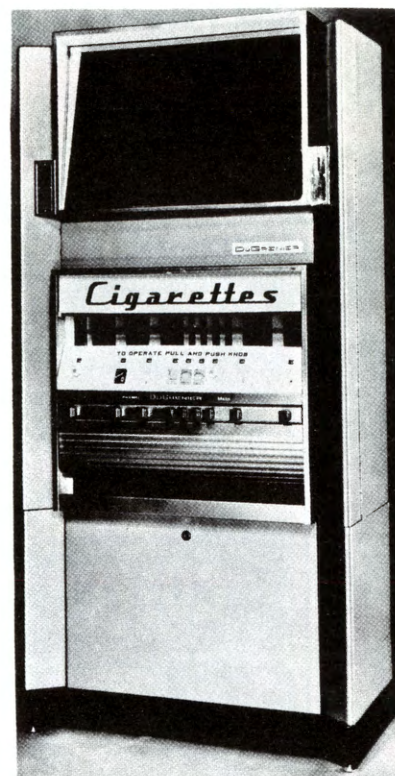
VENDS ALL SIZES AND PRICES

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**The DUGRENIER
9-Column Canadian
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CANDYMART

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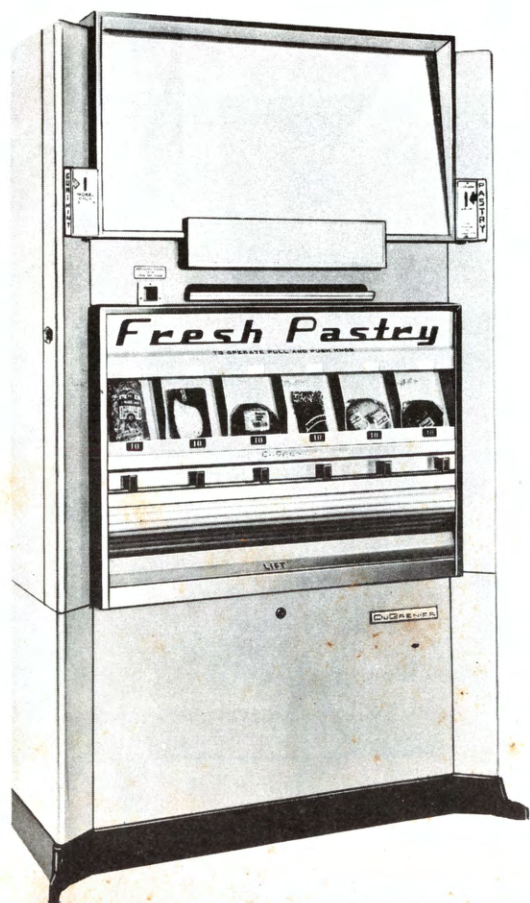
10 column machines offer 10 selections exclusive price change mechanism enables 5¢ or 10¢ bars to be vend-ed in any column "empty" signal locks automatically, prevents customers' coin loss.

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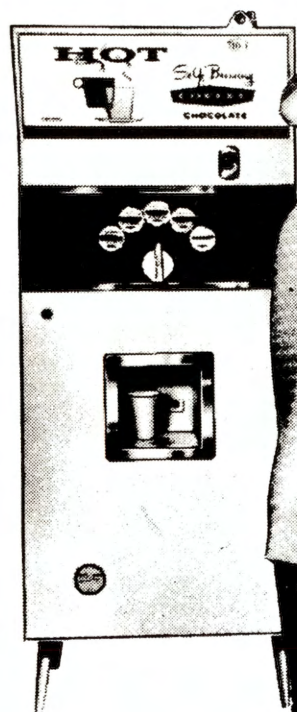
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NOW IS THE TIME TO GET
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5 CUPS A DAY WILL FINANCE
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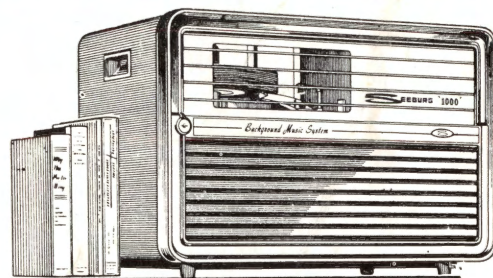
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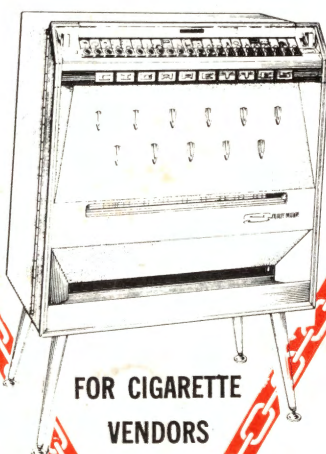
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